

LIFE



BOB MATHIAS

JULY 11, 1949

20

CENTS

YEARLY SUBSCRIPTION \$6.00

3 KITCHEN PROBLEMS

solved by

KELVINATOR!

- Far more food storage space
- A vacation from cooking
- Better meals at lower cost

are all yours with Kelvinator's newest Masterpieces

Here, for you . . . is a roomier refrigerator, much bigger *inside*, no bigger outside! Here is a range that does all the meal-watching for you! Here is a big-storage, beautifully "kitchen-eered" Home Freezer that saves you shopping time, food-preparation time . . . and real money! Read about them. Then for the full story on savings in money, space, steps, time, and energy that you never dreamed possible—see your Kelvinator dealer. You'll find his name in your classified phone book.

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN



1. You never saw such room! *Cold clear to the floor . . .* holds much more! You get all this: Big Frozen Food Chest holds 50 lbs. of packaged frozen foods and ice cubes! Cold-Mist refrigeration—"moisturized cold" keeps salad greens, uncovered leftovers, bread, and even cake, temptingly fresh for days! A *refrigerated* Fruit Freshener! You get full 8½ cu. ft. within the shelf area . . . *plus* an extra 1½ cu. ft. of cold in the Fruit Freshener Zone!



2. Cooks whole meals . . . without watching! Just put your meal in the deep-well cooker, or oven . . . set the controls . . . leave for hours. Come back to a deliciously-cooked dinner! Get perfect baking results . . . every time . . . in that big, even-heat, two-element oven! Get *electric-fast* surface units. Get an "Up-Down" unit—*down*, it's a thrifty Scotch Kettle; *up*, it's a 4th surface unit. Get More! Get a Kelvinator "Automatic Cook" Electric Range!



3. Save dollars every week with your beautiful Kelvinator Home Freezer! It holds 210 pounds in amazingly small floor space! With it, you'll buy in quantities at savings. Shop far less often. Freeze your own garden produce, meat, fish, poultry, wild game. Bake weeks ahead. Freeze party meals and sandwiches. You'll enjoy the widest variety . . . feast your family on out-of-season treats all year 'round . . . live like kings!

GET MORE . . .

Get **Kelvinator**

WHAT A WAY TO START A VACATION!

THE GIRLS have got "thumbs down" on him already. They learned enough about him last night to make him an "also ran" today. Poor guy! The vacation that started out so swell is going to turn out so sour. And just because he was careless that one night!

Don't Take a Chance

You may be guilty of halitosis (unpleasant breath) only once, but gossip can tag you with it forever.

Why run such a risk when Listerine Antiseptic is such a trustworthy, *extra-careful*, wholly delightful precaution against offending.

Listerine Antiseptic is no mo-

mentary makeshift, but a delightful aid that freshens and sweetens the breath instantly... helps keep it that way, too. Not for seconds... not for minutes... but for hours usually.

Get in the habit of using Listerine Antiseptic night and morning and never, never omit it before any date where you want to be at your best.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes. Lambert Pharmaceutical Company, St. Louis, Missouri.

LISTERINE ANTISEPTIC... the extra-careful precaution against Bad Breath



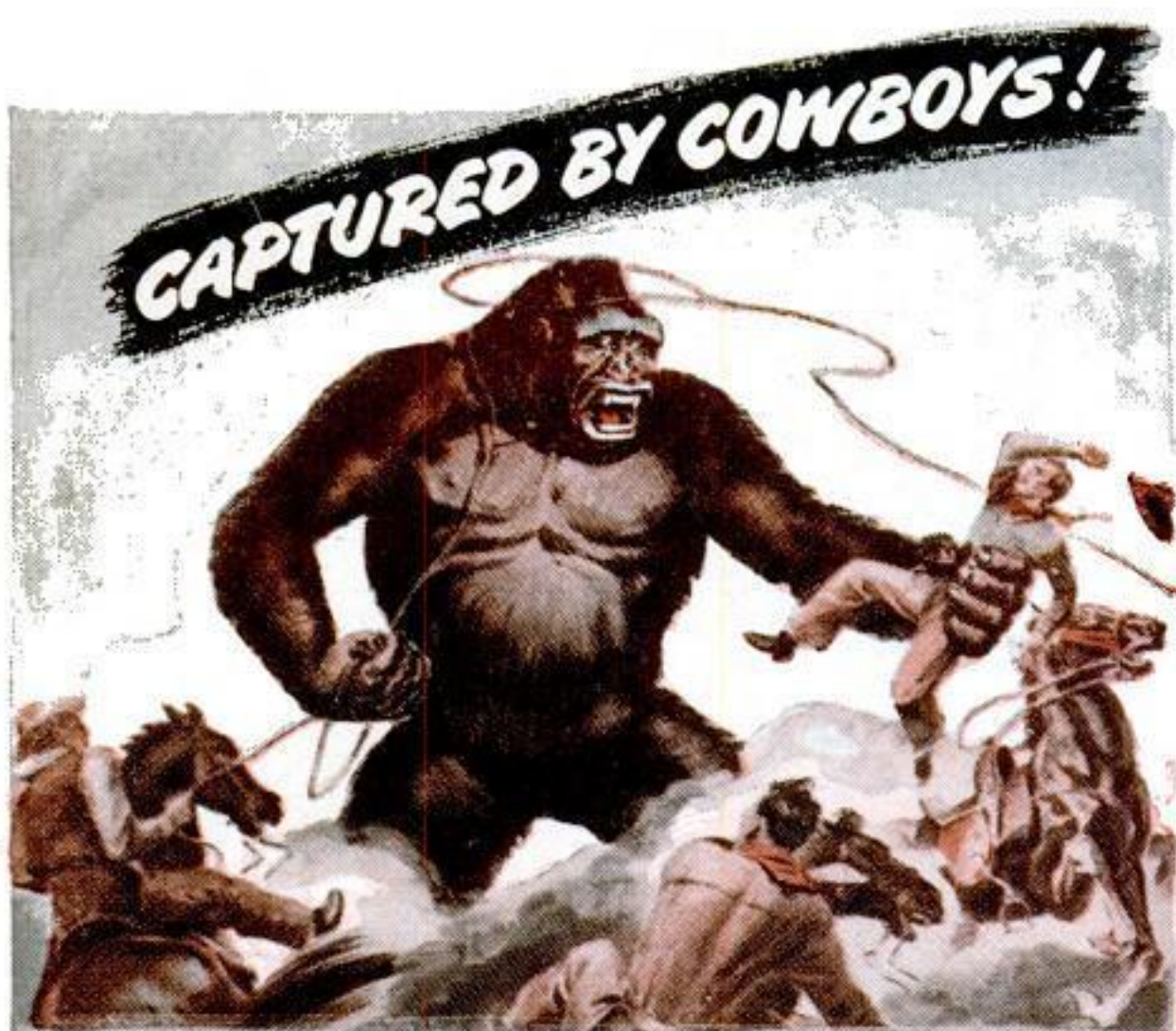
Week-ending? Always take Listerine Antiseptic along. It's mighty comforting to have a good antiseptic handy in case of minor cuts, scratches and abrasions requiring germicidal first-aid.



This One



OT71-WB6-GPPO



Wonder of Africa fights for freedom, tossing men and horses around like toys!



Joe becomes the performing sensation of Hollywood's most spectacular resort!



Braves blistering flames of burning building, climbs dizzy heights to rescue children!

STRIKING! START

John Ford and Merian C. Cooper present

MIGHTY JOE YOUNG

MERIAN COOPER'S AMAZING ADVENTURE IN THE UNUSUAL!
starring

TERRY MOORE · BEN JOHNSON

and **ROBERT ARMSTRONG** with **FRANK McHUGH**

Directed by **ERNEST B. SCHOEDSACK**

Technical Creator Willis O'Brien · Screen Play by Ruth Rose

An Arko Production · Distributed by RKO Radio Pictures, Inc.



**COMING! COMING! COMING! — ALL OVER
THE UNITED STATES AND CANADA SOON!**

Read the newspapers... Watch the billboards... Listen to the radio for opening date!

...ING! STAGGERING!

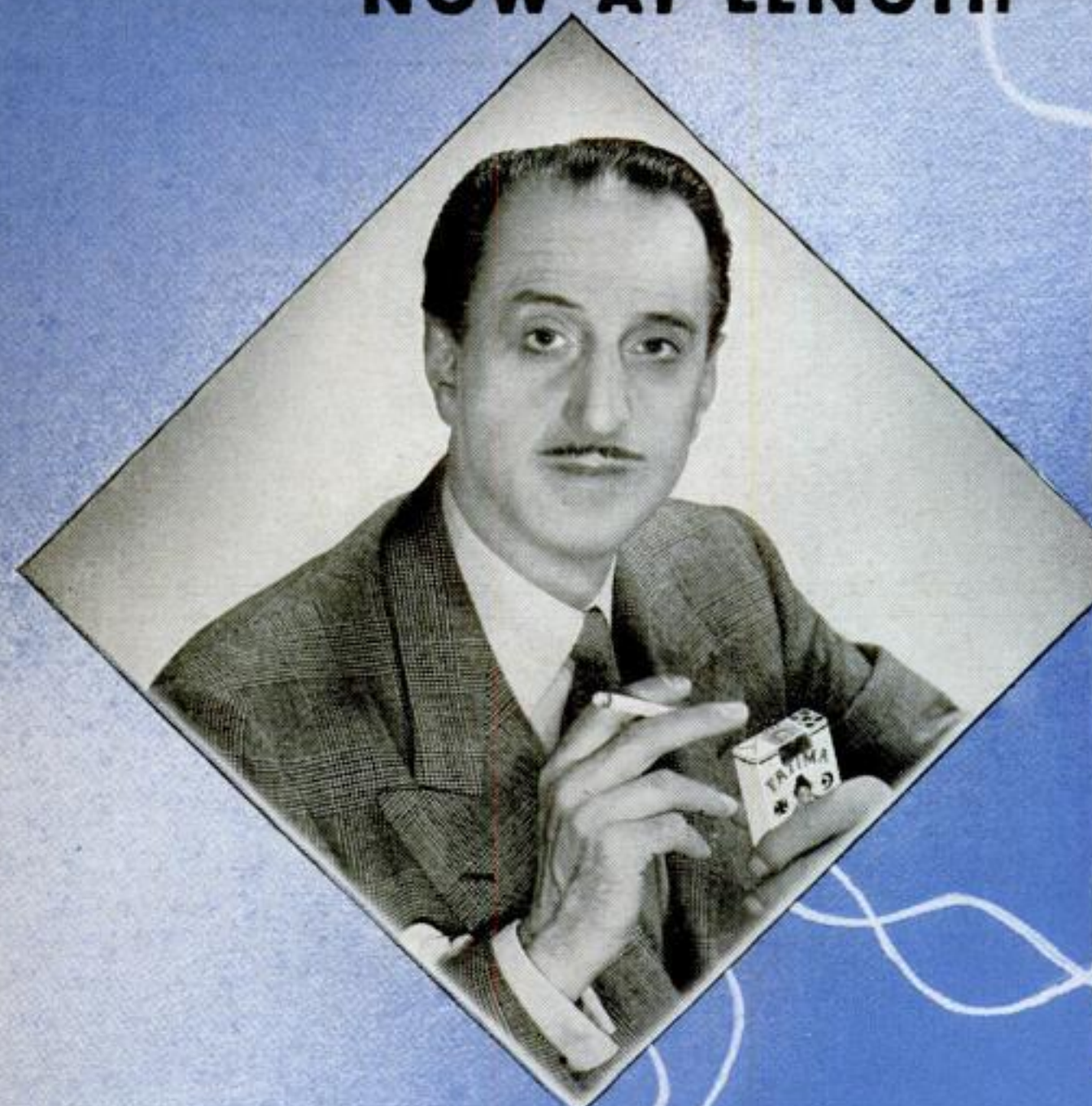
Sensation Piled On Sensation, As Giant Gorilla Becomes Powder-Keg Pet Of Society . . . In The Show With The 10 Most Terrific Thrills Ever Pictured!

- ① Baby gorilla reared by girl!
- ② Fights capture by men and horses!
- ③ Tamed as night club star!
- ④ Out-muscles 10 strong men!
- ⑤ Balances girl, piano, over head!
- ⑥ Tormented, goes wild!
- ⑦ Rips iron doors, steel bars!
- ⑧ Wrecks palatial night club!
- ⑨ Defies police machine guns!
- ⑩ Rescues children from blaze!



**NEW ENGLAND AND NEW YORK STATE
WORLD PREMIERE IN 350 THEATRES
STARTING JULY 13TH!**

NOW AT LENGTH



QUALITY IN A LONG CIGARETTE

Basil Rathbone says:

May I tell you why you'll like
smoking the NEW Fatima?

BR

The name Fatima has stood for
the Best in Cigarette Quality for 30 Years.

And now, I say
the new Fatima is the best of long cigarettes.

It's the long cigarette that
I know you'll enjoy as much as I do.

It's MY cigarette.

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

Copyright 1949, Liggett & Myers Tobacco Co.

LETTERS TO THE EDITORS

HILLSDALE HIGH

Sirs:

Heartiest congratulations on your Hillsdale High School story (LIFE, June 20) from a former Hillsdale teacher.

Bob Hughes, "the boy who ran away," was enrolled in several of my summertime physical education classes. We were aware of his heart condition mentioned in your story. But he played ball for us as one of the best right fielders I had. I don't know if LIFE ever has been responsible for breaking up a family, but—take a bow—you brought one back together.

W. NICHOLAS KERBAWY

Detroit, Mich.

● A few days after LIFE's story appeared Runaway Bob Hughes came home.

According to the Hillsdale *Daily News*, "He said he had decided to come home after reading the recent article in LIFE on Hillsdale High School, which included the story of Hughes as 'The Boy Who Ran Away.' He told his folks, 'I now have a different attitude toward life. I took the job (in an amusement park) for \$25 a week. After deductions I drew \$20.33. The place I was staying charged me \$20 for room, board and laundry. That left me 33¢.'"

Sadder and wiser, Bob already has a summer job in Hillsdale, will go back to school in the fall to complete his work for graduation.—ED.

Sirs:

Thanks to LIFE for taking me back 16 years ago to my own graduation from Hillsdale High.

Just one gripe! I rather resented the tongue-in-cheek name of "Madam Bluehair" given to Mrs. Barron. But as she would undoubtedly say, "Hells bells! Who cares?"

BESS HAGAMAN TEFFT

Ann Arbor, Mich.

● What Mrs. Barron actually said was, "A rose by any other name would smell as sweet."—ED.

WASHINGTON'S CRAB

Sirs:

That was a swell story on "The Washington Huskies" (LIFE, June 20). Maybe your photographer and caption writers missed it but an interesting and common incident to oarsmen is well illustrated in your shot taken aboard *Old Nero*. The harassed lad nearest camera on the stroke side



CRAB CATCHER

(left) has caught a crab which has nearly torn the oar from his grasp. Although Coach Ulbrickson is obviously not yet aware of what has happened, he will be when he hears the laugh from the lad third from camera on the bow side (right). All aboard will get their share of crabs, however, before they make the grade to shells.

FLOYD R. JAMES JR.

Merrick Crest, N.Y.

CONTINUED ON PAGE 6

LOOK... Only \$1



a Strapless
Bra by

Lovable

Hugs the figure...
yet is so comfortable!

#482 Dainty satin, net-

edged. #483 Cotton broadcloth.

Sizes 32-36, A-cup; 32-38, B-cup.

Lovable Brassiere Co., Dept. L6-11, 358 5th Av., NYC 1

\$1

YOU'LL LOOK LOVELY, TOO

IN A Lovable BRA

IT'S BON VOYAGE
WHEN YOU CARRY
NATIONAL CITY BANK
TRAVELERS CHECKS



Because they are safe...
and spendable like cash every-
where. Prompt refund if lost or
stolen. In denominations of \$10,
\$20, \$50 and \$100...cost 75¢
per \$100. Buy them at your bank.

NCB TRAVELERS
CHECKS



BACKED BY THE NATIONAL CITY BANK OF NEW YORK

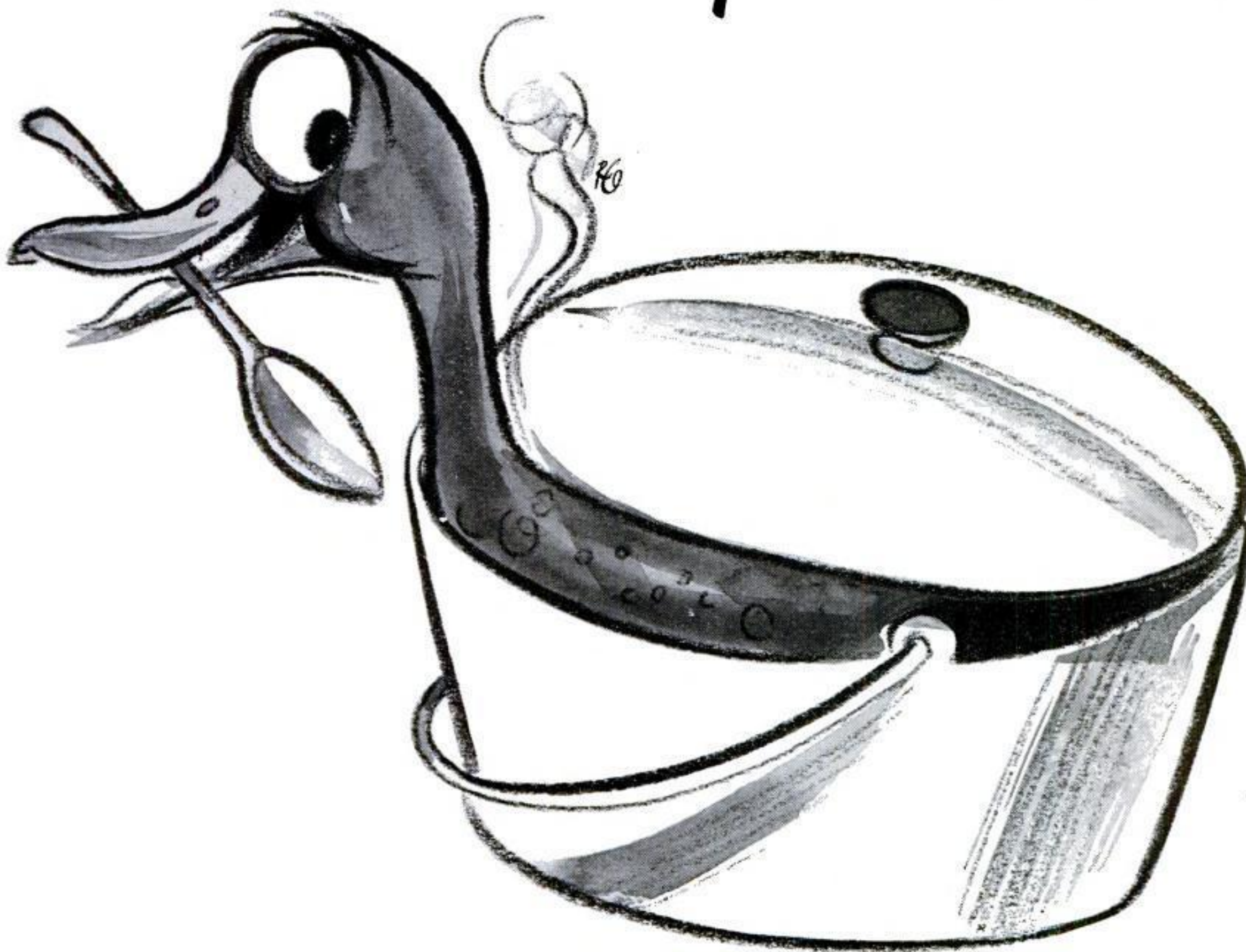
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Memo to Plymouth Salesmen

Value-wise buying is duck soup for Plymouth salesmen



You sell the car that likes to be compared!

Your prospective customers are looking the new cars over with a keen, clear eye for value. They no longer have to take just any new car they can get. Times have changed . . . they can now be chary and choosy!

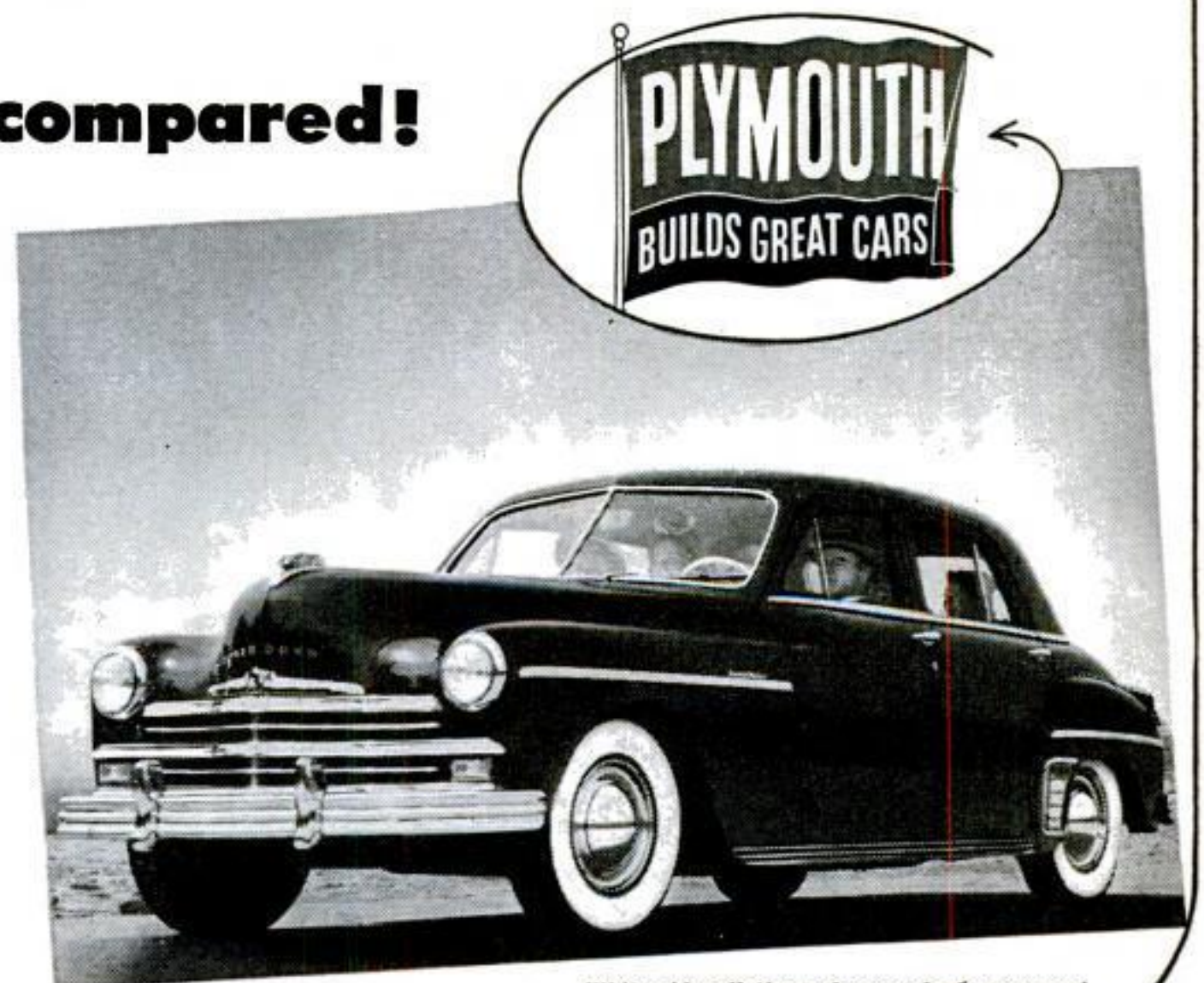
This is duck soup for Plymouth salesmen. You've got the car for the man who wants the most for his money. You can prove it in your showroom with the new Quality Chart. And — better yet — you can demonstrate it on the road with the sweetest riding, finest performing Plymouth ever built.

You can — with unqualified confidence — ask new car buyers to look at all three of the low-priced cars. Ask them to compare — wheelbase, compression ratio, braking action, engine life, riding comfort — *everything!* You've got the car that shines brightest in the revealing light of comparison.

And comparison is the pay-off in this new day of selective buying. Ask new car buyers to count the features — count the cost — compare the ride — weigh the value. When you do this — the new Plymouth does all right!

NEW PLYMOUTH

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



White sidewall tires, chrome wheel covers and rear fender scuff guards optional at extra cost.



ON GUARD!

VEEDOL

Protects Against Bearing Corrosion

...

The World's Most Famous Motor Oil
Improves Performance
Three Ways

1. Keeps your motor cleaner . . . smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed "Film of Protection"



100%
PENNSYLVANIA



TIDE WATER
ASSOCIATED
OIL COMPANY
New York Tulsa San Francisco

LETTERS TO THE EDITORS

CONTINUED

FRITZSCHE'S CONFESSION

Sirs:

Your article, "Why They Confess" (LIFE, June 20), makes me break out in poetry:

By your purchase, you've made rich the

Nazi propagandist, Fritzsche.

How to reconcile this action

To your readers' satisfaction,

With your usual good intent,

For the public's betterment?

JO PALMER

Cornwall Bridge, Conn.

● LIFE paid no money to Subject Fritzsche. Payment went to famous anti-Nazi author Konrad Heiden, who wrote the article.—ED.

Sirs:

Is LIFE suddenly taking unto its heart and finding sympathy for former Nazis?

I can't seem to feel pity for Hans Fritzsche. I can't shed tears because his imprisonment almost caused a nervous breakdown.

HENRY COHEN

Los Angeles, Calif.

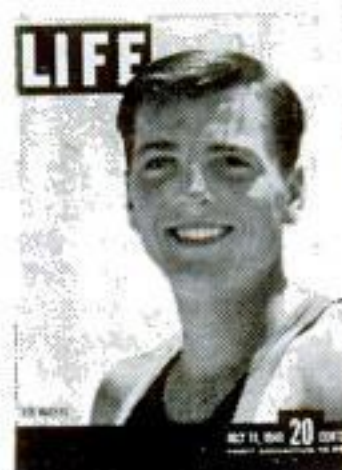
● Life shed no tears for Nazi Fritzsche but used his story as a clinical report on Communist methods.—ED.

Sirs:

"Why They Confess" reveals with startling clarity the fact that communism is based on the acceptance of individual irresponsibility as a moral concept. Thus a Communist can confess to the most heinous crimes, whether he did them or not, because he operates on the philosophy that he is not

CONTINUED ON PAGE 8

Please
send



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I enclose \$ _____

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.
L-7-11



"It's amazing
how healthy
JERIS
keeps my scalp
and hair!"

says

DENNIS O'KEEFE

Co-Star of

"COVER UP"

A STRAND PRODUCTION
RELEASED BY UNITED ARTISTS

KEEP HAIR WELL-GROOMED

Free of Dandruff Too
with "Double-Action" Jeris

Guard your hair and scalp the amazing way many movie stars do. Use Jeris Antiseptic Hair Tonic daily, with massage. Jeris' "double-action" not only keeps your hair neat... but keeps dandruff flakes away.

(1) JERIS KILLS DANDRUFF GERMS* on contact! Antiseptic action instantly removes unsightly dandruff flakes.

(2) JERIS STIMULATES THE SCALP! Daily massage with Jeris awakens blood flow. Helps promote healthy hair growth, relieve dry scalp and excess falling hair.

For well-groomed hair that's free from dandruff too, take the advice of Dennis O'Keefe, John Garfield, Fred MacMurray and many other famous Hollywood stars. Ask your druggist or barber today for Jeris Antiseptic Hair Tonic.

*(Pityrosporum ovale), which many authorities recognize as the cause of infectious dandruff.

JERIS
Antiseptic **HAIR TONIC**

No other soap in the world can make this promise!

DIAL soap stops odor
before it starts... keeps you
fresh round the clock!

DIAL
SMELLS GOOD
not strong!
not sissy!



DIAL removes skin bacteria that
cause perspiration odor! Because
DIAL and only **DIAL** contains AT-7

Dial not only promises you complete over-all freshness round the clock—Dial guarantees it! For Dial with odorless AT-7 remove the major cause of perspiration odor—doesn't merely "cover-up". AT-7 is the only ingredient known to keep its full antiseptic power effective in soap. Dial does *not* stop healthful perspiration but *does* stop odor, so your clothes stay clean-smelling, too. And Dial smells good—not strong, not sissy!

Complexion protection! Mild, kind—Dial is rich-lathering and thorough-cleansing—perfect for complexions, too. Use Dial and you need only this *one* soap in the bathroom. And remember, Dial lasts a long, long time!

Money-Back Guarantee

DIAL is unconditionally guaranteed to keep you completely fresh round the clock. In fact, the more you use Dial, the longer-lasting freshness you build up. Bathe with Dial for just 7 days and see. If you aren't completely satisfied, mail the unused portion to Armour Toiletries, 1355 West 31st Street, Chicago 9, Illinois. The full purchase price will be sent you at once.

© Armour Toiletries 1949

Bathe daily with DIAL
—be nice to be close to!

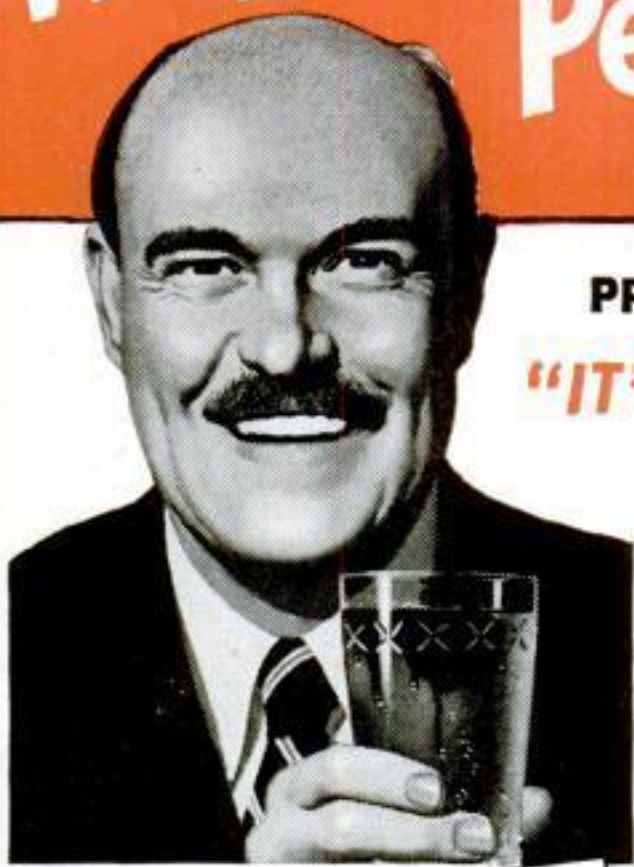




SAILING ON PECONIC BAY IS THE MAITLANDS' FAVORITE SPORT

At home with the MAITLANDS of Long Island... they, too, say:

"Why Take Less...when Pepsi's Best!"



PROFESSOR MAITLAND says:

"IT'S TWICE AS GOOD!"

KINDLY Professor Maitland teaches Classics at famous New York University... knows quality when he finds it. He says, "Pepsi rates an A-plus on quality. It's at the head of its class for taste." You'll say the same with your first sparkling sip of Pepsi.

MRS. MAITLAND says:

"HAS TWICE THE VALUE!"

CLEVER, THRIFTY Mrs. Maitland thoroughly enjoys managing her home. Like so many thousands of wives she's switched to Pepsi in the carton-of-six.

JENNIFER says:

"GIVES TWICE AS MUCH!"

JENNIFER, TOO, believes in making pennies count. She picks Pepsi for its generous, big, big-12 oz. bottle that gives just twice the sparkling pleasure.



BUY PEPSI BY THE CARTON... GET 12 FULL GLASSES IN THESE SIX BOTTLES

TUNE IN "COUNTER-SPY"—thrills, excitement. Tues.—Thurs. Eve., your A. B. C. station

LETTERS TO THE EDITORS

CONTINUED

responsible for his actions. The Communist is the perfect dupe for the totalitarian state because, believing in his own irresponsibility, he logically concludes that the only way for him to avoid being destroyed is to be a slave to men who are willing to be entirely responsible for him. . . .

Communists are rather like those savages of ancient times who, on first learning the use of fire, were so overwhelmed by this power placed in their hands that they deified the flame. Modern man lights a candle at the church altar.

ALFRED F. HAAS

New York, N.Y.

TAYLOR'S TEENS

Sirs:

You referred to Elizabeth Taylor (LIFE, June 20) as beautiful and 18. Don't you think that gorgeous and 17 would be more correct?

PETE SCHEKEL

Des Moines, Iowa.

● She is beautiful, gorgeous and 17.—ED.

OLD INVENTIONS

Sirs:

I would like to know why the life-saving trunk in "Speaking of Pictures" (LIFE, June 20) was not successful.

GAIL HARRISS

Enid, Okla.

● It was—but not for long. Inventor Krenkel netted a tidy sum from his gadget before the seagoing public realized there might not be time to empty the trunk of their belongings and fit themselves into it before the ship sank.—ED.

Sirs:

You show a picture of a yacht designed for Czar Alexander II. That vessel was built by John Elder & Co. of Govin, Scotland in the years 1879-80 and was named the *Livadia*. On her way down the River Clyde she stuck on a rock in midstream and was held fast for three days.

At that time I was 7 years old and was entranced with the newfangled electric lighting with which the ship was equipped. As I recall it, the turtle-back construction was not intended primarily for a bathing beach. Its main purpose was to keep her on an even keel in bad weather and to serve as entryways, for the superstructure was very high. She arrived in Russia without incident, but the czar was never aboard since in 1881, the year after the ship was delivered, he was killed by a Nihilist's bomb. Later the *Livadia* foundered in the Black Sea.

JOSEPH M. BARR

West Allis, Wis.

Sirs:

In addition to its unusual shape, the Russian imperial yacht was also remarkable as representing one of the first uses of manganese bronze propellers. Incidentally the ship had three propellers and actually recorded a speed of 15 knots, which undoubtedly makes it the fastest seagoing "beach" on record.

JOHN H. BACON

Wellesley Hills, Mass.

Sirs:

I would call your attention to an equally fascinating book of the same

CONTINUED ON PAGE 11

PEOPLE WHO MUST HEAR

INSIST ON

"EVEREADY" BATTERIES!



Housewife
Edith T. Blomberg

"My day would be hectic," says Mrs. Blomberg, "if I couldn't hear the phone, the doorbell, and the family! I'd be silly not to wear a hearing aid, and with 'Eveready' batteries in it, I hear more clearly."

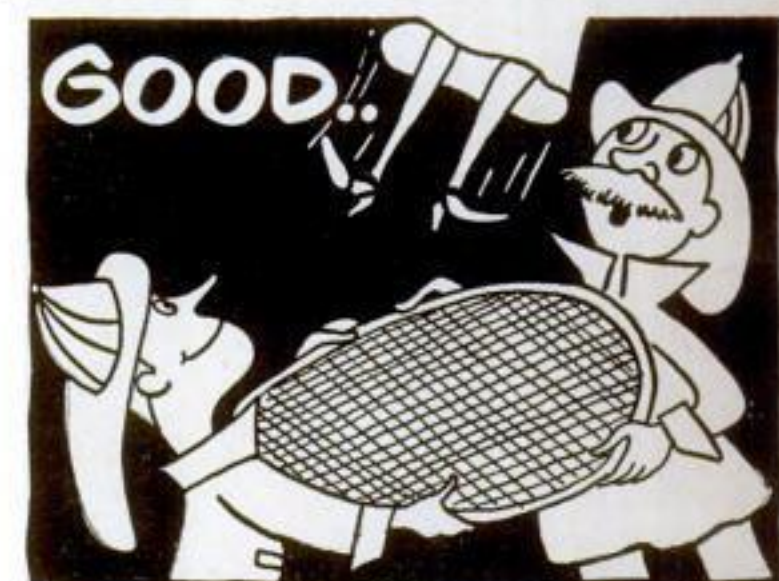
Heavy duty users! Big news is the new "Eveready" "A" battery No. 1005E for single unit hearing aids. It will give you three times the service life of other "A" batteries of equal size!

This battery uses a radically new, electro-chemical principal to maintain long life and virtually constant voltage.



See your
hearing-aid
dealer!

The trade-mark "Eveready" distinguishes products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



America's
largest selling cheese cracker!

Sunshine Biscuits, Inc.

Rise and shine

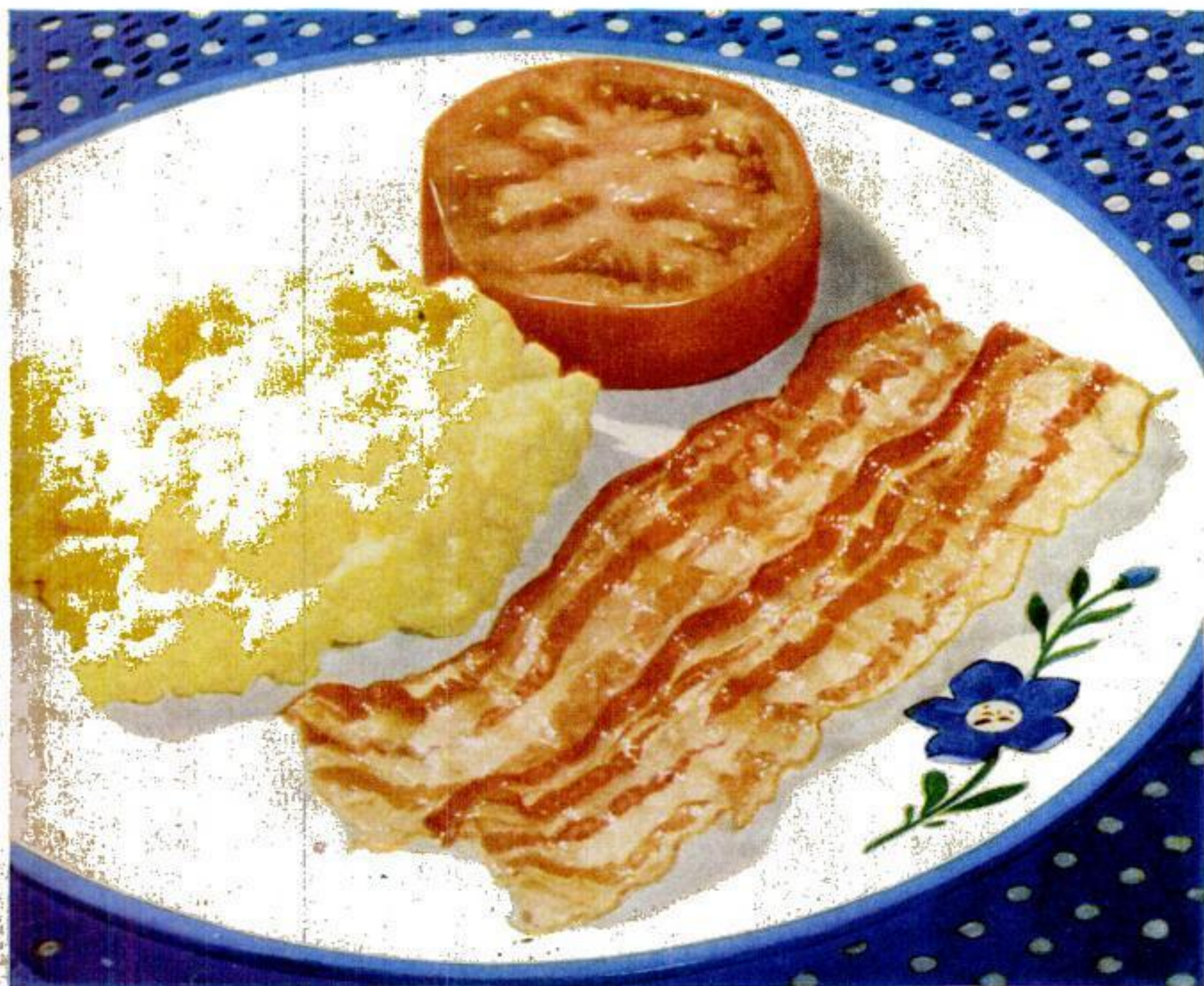


with...

Brighter Breakfasts!



LOOK WHAT HAPPENS when you begin the day with America's favorite bacon (*Swift's Premium*, naturally!) *Everybody's* off to a flying start, from Dad on down to the smallest dynamo. Nutritionists say breakfast is the *neglected* meal . . . so you're using bacon wisely when you bring it on for breakfast. Swift's Premium's savory *sweet smoke taste* sets appetites racing . . . and every bite is rich in *digestible* food energy.



SAVE BACON by cooking it this failure-proof way: Place slices of Swift's Premium Bacon in cold frying pan. Don't overcrowd. Cook *slowly*, turning to cook evenly. Drain on absorbent paper. For crisp bacon, pour off fat as it accumulates and save for future use. Good breakfast companions (equally welcome for lunch or supper)—fluffy scrambled Swift's Brookfield Eggs and tomato slices.



"COME AND GET IT!" There's no dawdling over dressing when Swift's Premium Bacon is on the stove. That zesty fragrance brings the family running! Year in, year out, its matchless quality has been so *dependable*, its famous sweet smoke taste so *delectable* . . . that now America votes Swift's Premium far and away the best-liked bacon of all.



Swift's Premium Bacon



with the
sweet smoke taste!



Your family-pleaser for summer!



Libby's Fruit-Freeze Pie



It's summer-easy too...with ICE CREAM and LIBBY'S FRUIT COCKTAIL

Here's *everything* the folks dream of for dessert, all in one easy-to-fix dish! To begin with it's flaky-crust *pie* with lots of "a la mode"... a big snowy heap of vanilla ice cream!

And what *luscious* fruits—five different kinds! You get them all in sparkling Libby's Fruit Cocktail—cut from the same quality of hand-picked fruits that Libby packs individually!

So simple to make: Make your piecrust with a jiffy-quick mix, or graham cracker recipe if you like. Just before serving drain a No. 2½ can of Libby's Fruit Cocktail. Arrange a layer of the fruits in the cooled pie shell. Heap on a quart of vanilla ice cream. Top with the rest of the jewel-like Libby's cocktail fruits.

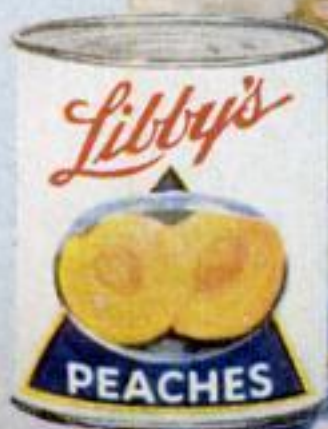
Actually this is just a sample of the *many* gorgeous desserts you'll make with ice cream and Libby's luscious fruits. Try the two below. And create *more* with Libby's famous Pineapple, Apricots, Peaches, Pears, Fruit Cocktail. What an *array* for summer dessert dazzlers!

Libby, McNeill & Libby, Chicago 9, Ill.



Libby's Peach Snowballs

Use big, plump pick o' the crop Libby's Peach Halves. Sprinkle a ball of vanilla ice cream with fluffy shredded coconut. Place on a peach half and top with another peach half. A maraschino cherry and fresh mint make the extra elegant garnish for company.



Libby's Pear Split Open a can of Libby's Pear Halves—so deep-rich and cool in flavor. For each serving arrange two halves in a dish. Add a scoop of chocolate ice cream and one of strawberry. Top with chocolate sauce.



LOOK TO Libby's FOR PERFECTION!

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY
HARTFORD ACCIDENT
AND INDEMNITY COMPANY
HARTFORD LIVE STOCK
INSURANCE COMPANY
HARTFORD 15, CONNECTICUT**

**THIS IS "TONIC" FOR
MY TEETH AND GUMS!**



Yes, **crunchy MILK-BONE DOG BISCUIT** gives a dog the sport of a real bone—the *chewing* exercise that helps promote strong teeth and gums. And along with all the fun, he gets a heaping helping of *important* nutrients! **MILK-BONE DOG BISCUIT** is sealed in cartons for freshness and cleanliness. Economical because it's *concentrated* food! Order some today!



MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B₁, B₂, D, and E...Meat Meal...Fish Liver Oil...Whole Wheat Flour...Minerals...Milk.

NATIONAL BISCUIT COMPANY

LETTERS TO THE EDITORS

CONTINUED

nature relating to the United States Patent Office. It is *Beware of Imitations!*, by A. E. Brown and H. A. Jeffcott Jr., published in 1932 by The Viking Press.

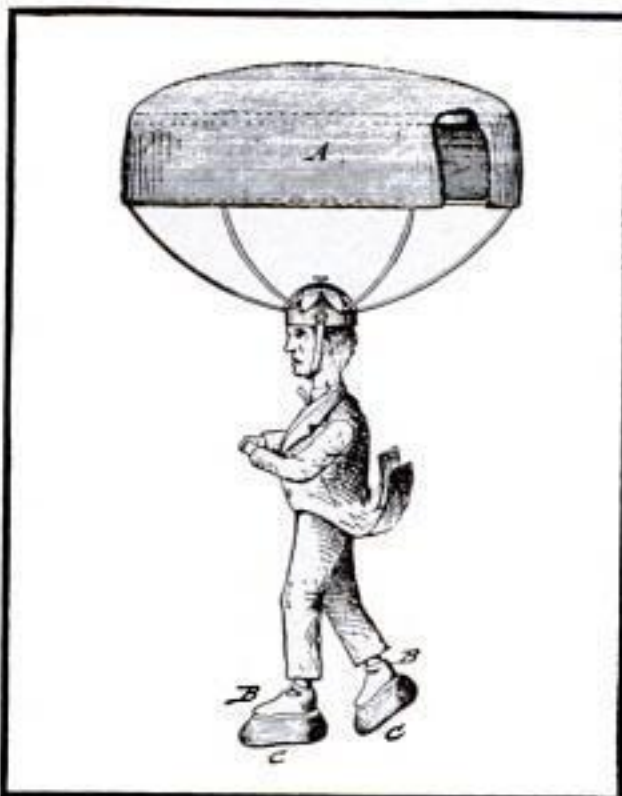
This book includes, among other things, fascinating devices such as a method of floating houses across rivers, fire-escape equipment consisting of a parachute and heavy rubber-soled shoes to "take up the concussion" of landing, and a method for preserving dead bodies so that passers-by may see them.

ALAN C. COLLINS
New York, N.Y.

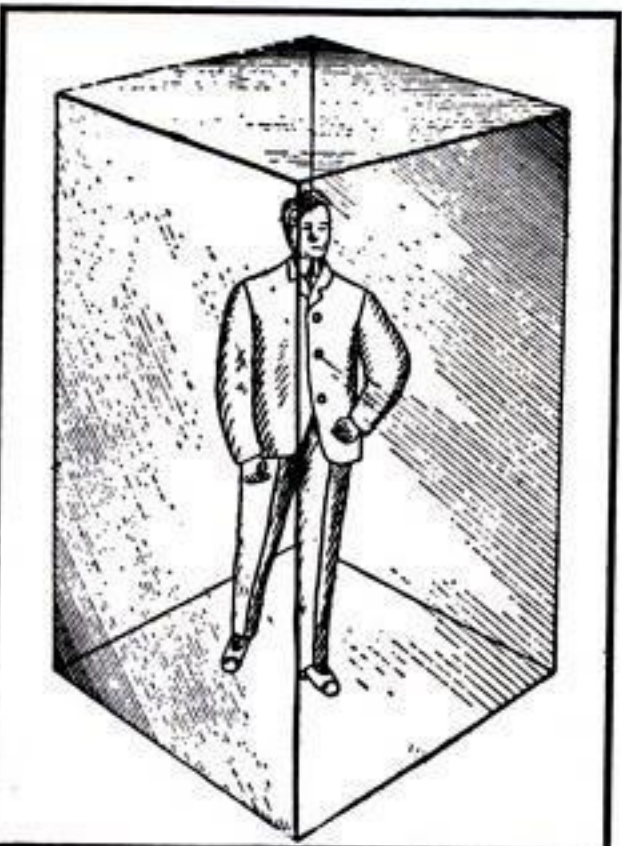
● Below: some contraptions from *Beware of Imitations!*—ED.



EQUINE WATER WINGS



PARACHUTE FIRE ESCAPE



GLASS SARCOPHAGUS

BOOK-BUYER

Sirs:

Has Eustace Seligman (*LIFE*, June 20) read all the books he has received from the Book-of-the-Month Club? If so, which of the 449 volumes has he enjoyed the most?

ROBERT PENSINGER
ELMIRA, N. Y.

● He has read most of them, his wife all the rest. Seligman favorites are Sandburg's *Abraham Lincoln* and almost everything by Hemingway.—ED.

CONTINUED ON NEXT PAGE

*fashion
accents crisp!*

AGREES DESIGNER

ceil chapman



The new "Crisp Look" interpreted by Ceil Chapman in an exquisite evening gown in washable-starchable Everfast pique... featured now by America's leading stores.

The "crisp look" of starched cottons is the 1949 look... designers who set America's fashions recommend starching with **LINIT*** to restore the original starched finish, to keep cottons lovely, crisply cool between washings... **LINIT** is the starch that penetrates the fabric... gives perfect, even finish... completely safe for all washable fabrics... and easy to use. Directions on every **LINIT** package.



... adds the "finishing touch"

to dresses, blouses, children's clothes, housecoats, men's shirts, curtains, bed and table linens. Directions on every **LINIT** package. All grocers sell **LINIT**

***LINIT** is a registered trade-mark of Corn Products Refining Co., N. Y.

Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U. S. PAT. OFF.

You've got it
**UNDER
YOUR THUMB!**



Easy to see...
Easy to set!

HOT

in 30 seconds

HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the correct, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.

SUNBEAM HAS the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

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LETTERS TO THE EDITORS

CONTINUED

PRINCESS LAL-LA

Sirs:

In your article about the Moroccan caliph and the princess (LIFE, June 20) you state that "Princess Lal-la Fatima Zohora ben Muley" etc. is to marry the caliph. "Ben" means "son of" and therefore is improperly used here. I do not know the correct word for "daughter of."

LEONARD WEINBERGER

New York, N.Y.

● In Arabic it is "bent." LIFE's phrase should have read "Princess Lal-la Fatima Zohora bent Muley Abd-ul-Aziz ben el Hassan ben Mohamed." The last two "bens" are correct because they refer to Lal-la's father, the son of Hassan, and his father, the son of Mohamed.—ED.

SCULPTORS

Sirs:

Your huge photograph of "70 Sculptors 70" (LIFE, June 20) offends and violates all the rules of art I have been studying in my night-school course.

A massed group of sculptors, perhaps the finest artists in their medium anywhere, sit regimented in perfectly balanced lines of three, 10 and four.

The second 70 in the caption "70 Sculptors 70" tops it off.

Your photographer, doubtless an ex-Army drill sergeant, must have been a very commanding sort to have been able to line up such an artistic group as this is into such a military sitting. Or, more likely, they were a very patient lot.

JOHN W. RHODA

Long Beach, Calif.

● Says Sculptor Jacques Lipchitz, "We were all terrified of Photographer Gehr." Says Photographer Gehr, "Most of them were so used to bossing their own subjects around that I had to be very firm to make them all sit still."—ED.

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she doesn't know



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FROM ALL OVER THE NATION COME WONDERFUL REPORTS OF THE RAZOR



"As if there were no blade in the razor!"

"Shaving has always been tough for me, up to now. But with this new Silver Star Duridium blade my whiskers come off like a breeze. It feels as if there were no blade in the razor!"

GENE MAY, *Douglas Test Pilot of Jet Planes*



"Felt like I was shaving with a feather"

"My first shave with the new Silver Star sold me. Felt like I was shaving with a feather!"

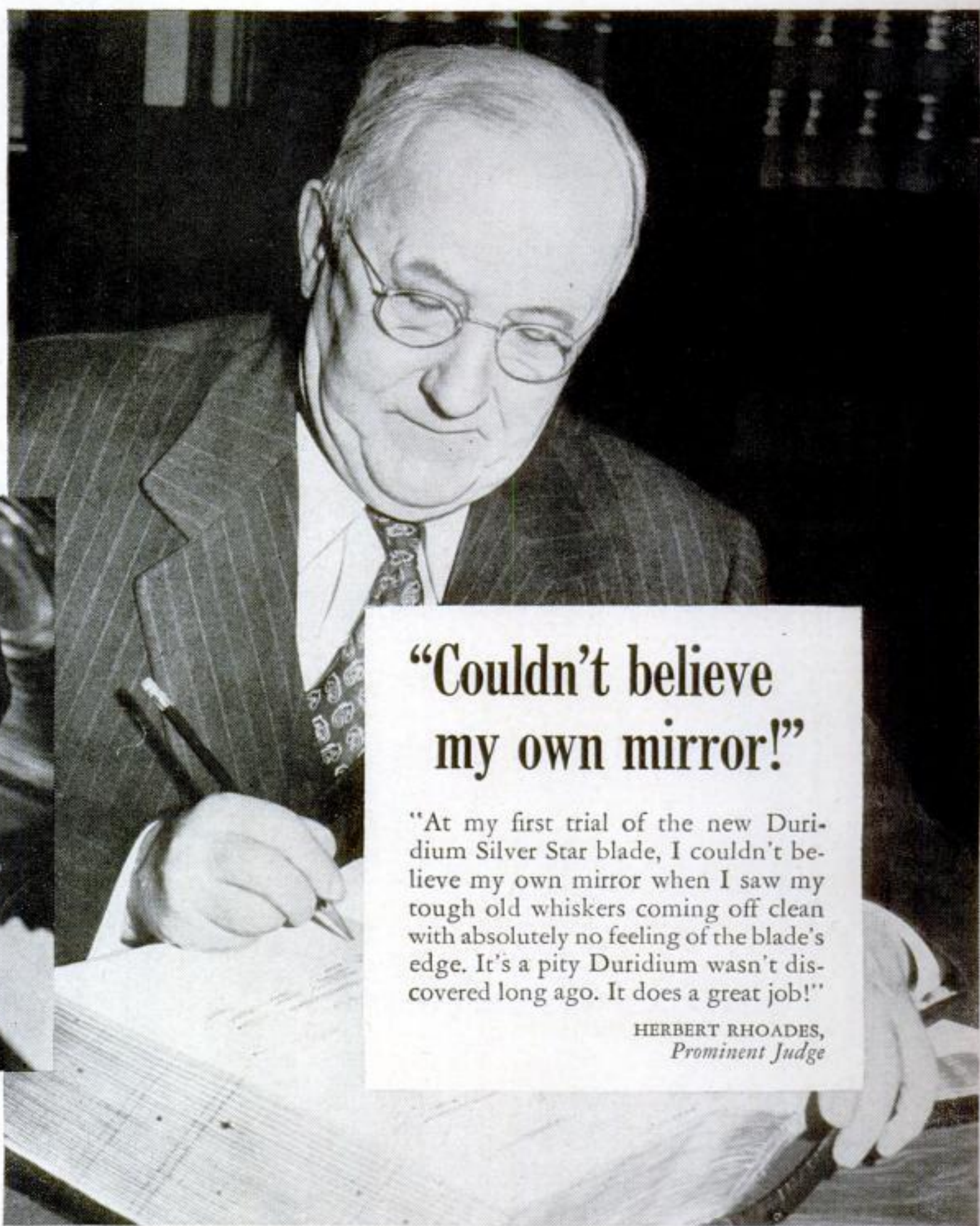
CRAIG WOOD, *Former U. S. Open Golf Champion*



"Didn't know the whiskers were off!"

"Being a clergyman, I must be clean shaven at all times. And daily shaving used to keep my face constantly irritated. But not any more. I tried the new Silver Star Razor Blade, made of Duridium, and got the finest and the easiest shave I ever had. I couldn't feel it at all. In fact I didn't know the whiskers were off until I rubbed my hand over my face!"

REV. WM. GOLIGHTLY, *Minister*



"Couldn't believe my own mirror!"

"At my first trial of the new Duridium Silver Star blade, I couldn't believe my own mirror when I saw my tough old whiskers coming off clean with absolutely no feeling of the blade's edge. It's a pity Duridium wasn't discovered long ago. It does a great job!"

HERBERT RHOADES, *Prominent Judge*

"I can hear it shave but can't feel it!"

"Shaving has always been a bore to me . . . and it hurt my face. But the new Duridium Silver Star blade has changed all that! Now every shave is a picture . . . and free from all unpleasant sensation. In fact I can hear it shave but I can't feel it!"

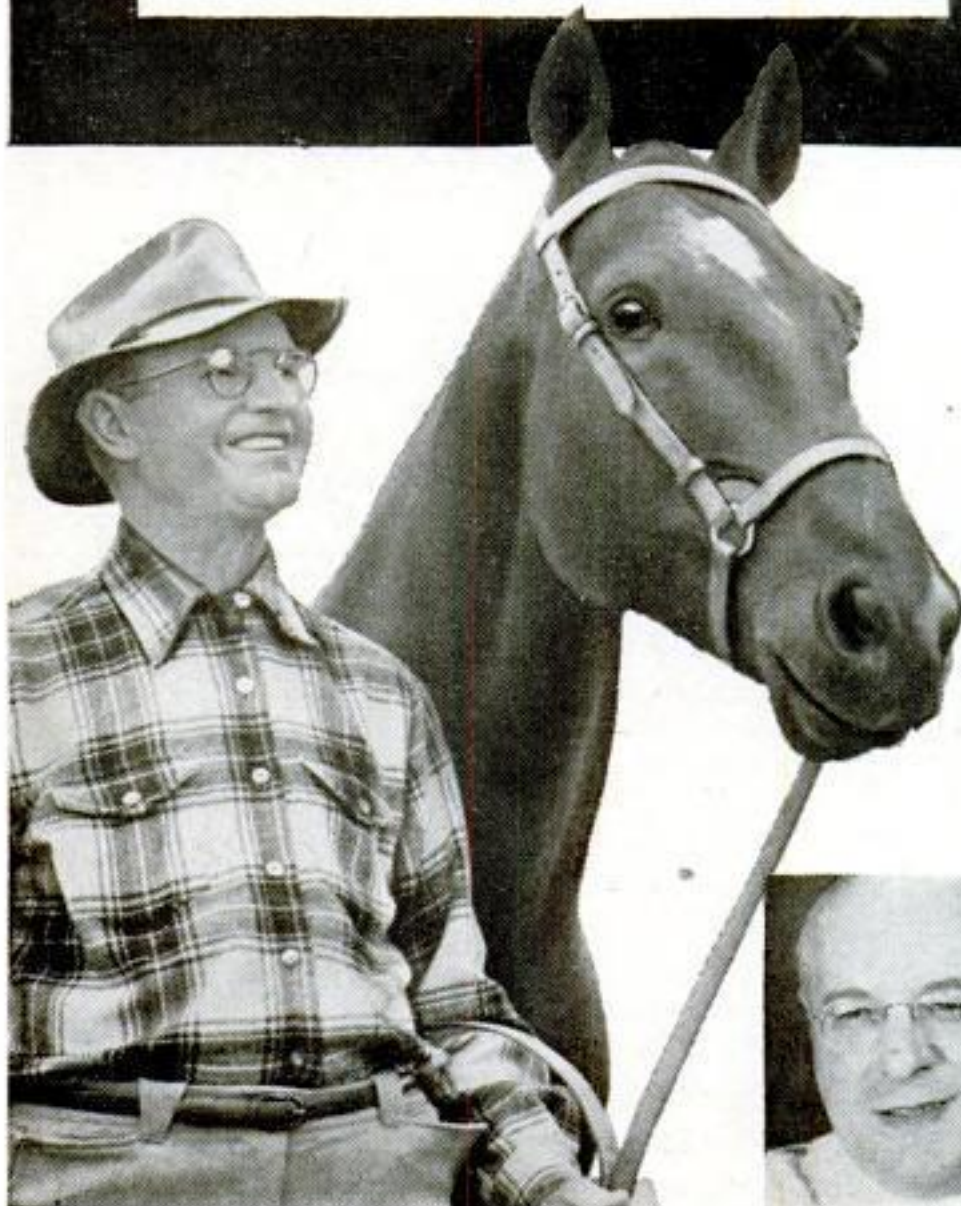
PAULA HESSE, *Noted Photographer*



"Thought my face had gone to sleep!"

"The first time I used the new Duridium Silver Star Blade my whiskers came off so easily . . . with no feeling of the blade's edge . . . I thought my face had gone to sleep! Duridium makes a much better blade than regular or blue steel!"

ROGER DAHLJELM, *Founder and Manager, Farmer's Market, Los Angeles*



"Whiskers were coming off but I didn't know it!"

"I had a big surprise the first time I tried a Silver Star Duridium blade. There was no shaving sensation at all. Whiskers were coming off but I didn't know it!"

TED COLLINS, *Owner New York Bulldogs Football Team*



"LIKE WASHING YOUR WHISKERS AWAY!"

"I've always been fussy about shaving . . . usually went over my face twice. As a result my face often got sore. But with the new Duridium Silver Star I

get a perfect shave the first time over. And no sensation of shaving. It's like washing your whiskers away!"

DR. BERT HAINES, *Prominent Dentist*



BLADE YOUR FACE CAN'T FEEL

Doctors, engineers, ministers, judges, athletes—thousands of good people in all walks of life—are glad to report to their fellow Americans on the “Razor blade your face can’t feel!” Made of new DURIDIUM metal... the remarkable SILVER STAR removes whiskers utterly without any feeling of the blade’s edge!

Yes, you’ll get the surprise of your life the first time you shave with the new Silver Star double edge blade! Most men agree you may *hear it shave*, but virtually everyone agrees you can’t feel it! You, too, may have to rub your fingers against the grain to realize you have shaved!

The new Silver Star made of DURIDIUM costs no more than standard blue or plain steel blades. Get your Silver Star DURIDIUM blades today... five for 25¢. They fit all double edge razors. Once you’ve enjoyed an effortless Silver Star shave... a shave free from all annoyance of any kind... you’ll never use any other brand of razor blade!



“Kept rubbing my chin in amazement!”

“At my first Silver Star Shave I kept rubbing my chin in amazement. My whiskers were coming off but I couldn’t feel the blade at all!”

C. W. HALL,
Well-Known Attorney



“Couldn’t feel a thing!”

“Every shave with the Silver Star has been smooth and easy, with no feeling of the blade’s edge!”

BOB WATERFIELD,
Ace Football Quarterback



“I had to feel my face to know I shaved!”

“I just couldn’t believe the blade was cutting my whiskers—there was no sensation of the blade’s edge! I had to feel my face to know I shaved. I’m grateful for Duridium!”

FRANK G. BURKE, *Noted New York Industrialist*



“Had to rub my fingers against the grain!”

“My whiskers are pretty hard to get off. So I had a surprise when I first tried the Silver Star Duridium blade. I felt no shaving sensation whatever. I had to rub my fingers against the grain to make sure that my beard was coming off!”

M. L. TAYLOR, *Locomotive Engineer*

Story of DURIDIUM

A Development of American Safety Razor Corp.

Duridium is a new form of razor blade metal, manufactured by a process discovered during the war, developed and now solely owned by American Safety Razor Corporation. We sent samples of this new DURIDIUM Silver Star double edge blade to thousands of Americans, asking them to try Silver Star and tell us how they liked it. Practically all reported they positively couldn’t feel the Silver Star edge when shaving.

We’d be happy to have your reaction to the Silver Star. Since we want only genuine experiences, naturally we cannot pay for them—if you’d like to pass the good news along to your fellow Americans, we’d be glad to hear from you.

“GENTLEST SHAVE I EVER HAD!”

“Duridium makes a big improvement in a razor blade. The Duridium Silver Star sails through my heavy beard smoothly as an airliner in flight... gives me the gentlest shave I’ve ever had!”

HARRY CLARK, *Chief Pilot American Airlines, Inc.*



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MADE OF DURIDIUM
The Razor Blade your face can’t feel

AN A. S. R. PRECISION PRODUCT



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THE PANDA 20 IS THE CAMERA FOR YOU!

This strong, durable camera operates with complete simplicity. Just look into the big, brilliant view finder to see the picture you want, press the shutter button, and the factory-focused lens will get clear, sharp album-size pictures.

Twelve of them, 2 1/4 inches square on each roll of 620 film!



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Use it indoors or out. Indoors, slip the flash attachment onto the Flash Clipper and you can't miss!

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PICTURES TO THE EDITORS

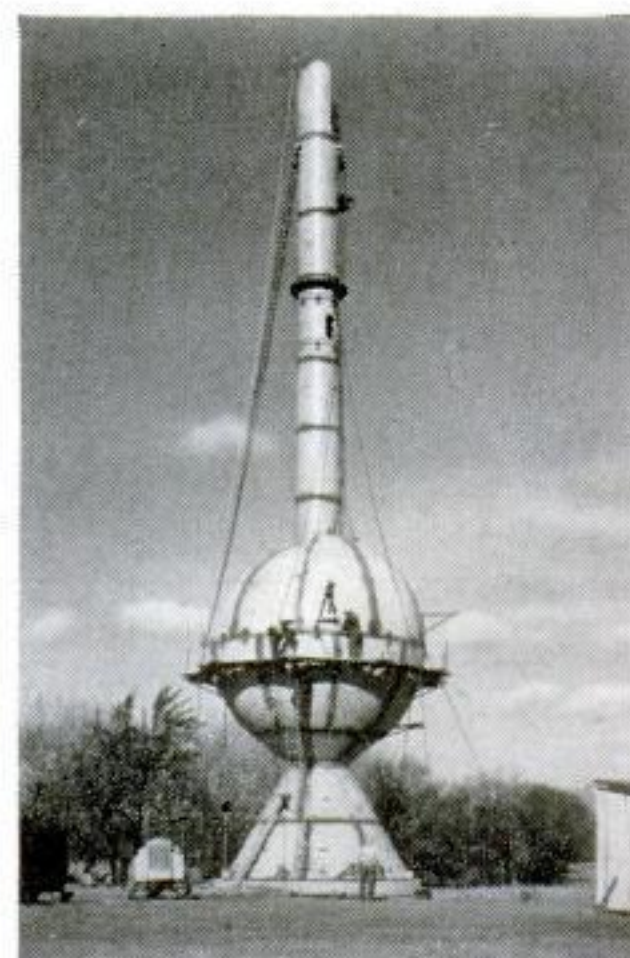
WATER TOWER

Sirs:

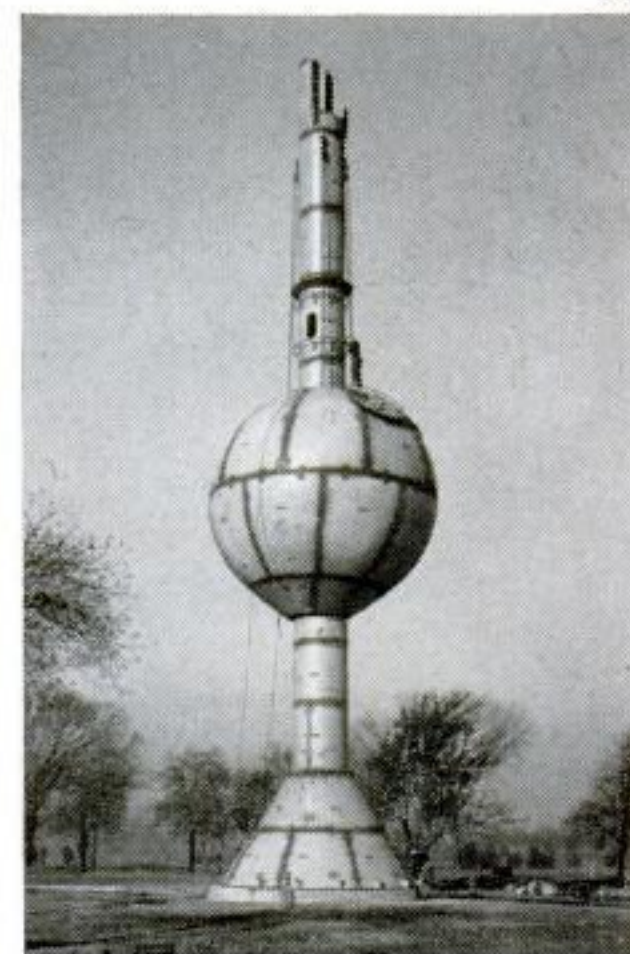
The newest twist in American design, which has long featured such items as frankfurter-shaped refreshment stands, is the "Watersphere," built for Chicago's Tam-O-Shanter Golf Club (below). It looks like a preposterous ball on a 65-foot tee, but it has distinct advantages. It is easy to build, stores 40,000 gallons of water.

WILLIAM MILLS

Chicago, Ill.



BALL IS WELDED of steel parts at base of the tower before hoisting.



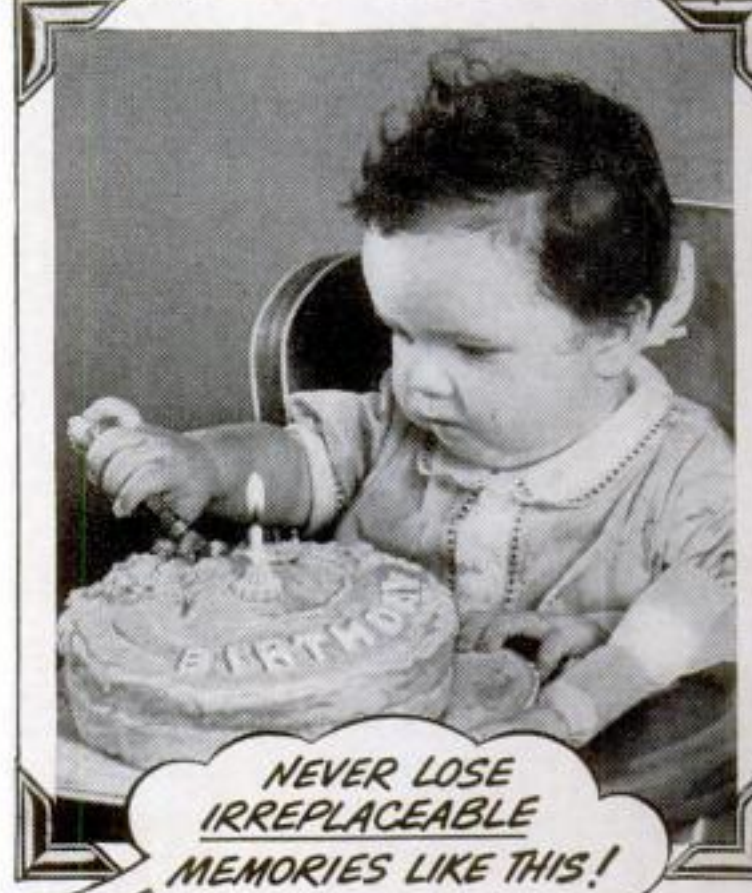
BALL IS RAISED to top. Ladder and water pipe are inside the stem.



AFTER 25 DAYS tower is ready. Wind was the only building hazard.

PRECIOUS MEMORY!

"Bobbie's first birthday!"



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Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



"Conversation Pieces" from the KRAFT kitchen

Pretty enough for a party . . . yet simple enough for everyday! Here's a salad that will cause conversation to reach a new high in compliments. And the mayonnaise, as it flatters the flavors of each of these luscious fruits, will receive a big share of the nicest phrases.

Riviera salad plate

Leaf lettuce
Half slices of
pineapple
Peeled orange
slices

Peach halves
Red raspberries
Bing cherries
Avocado slices
Kraft Mayonnaise

Arrange 5 portions of lettuce on a round chop plate. Place a half slice of pineapple, topped with an orange slice, in each lettuce nest. Within this circle arrange 5 small lettuce leaves, with a peach half filled with red raspberries in each. Place Bing cherries and avocado slices between portions of fruit. Serve with true mayonnaise at its finest, Kraft Mayonnaise.



True mayonnaise at its finest—

made with really choice ingredients, including pure lemon juice

It's a promise of compliments to come to serve Kraft Mayonnaise. For Kraft Mayonnaise—made solely from the choicest ingredients, blended to satin-smoothness—is *true mayonnaise at its finest*.

In Kraft's, there's fine salad oil and fresh eggs for velvety richness . . . fragrant vinegars and spices for distinctive flavor. And, as in classic French recipes, Kraft uses just the right amount of *pure lemon juice* to give perfect piquancy.

Get a jar of Kraft Mayonnaise from your grocer today. He has it, Kitchen-Fresh.

Men love 'em - these fix-easy Pantry-Shelf Meats!



Take-along Treet—perfect partner for Egg Salad when you pack a lunch. One tin of thrifty Treet (12 delicious slices—*all meat*) makes 6 double sandwiches. Doubly *good* ones, too, because tasty Treet is *two* nourishing meats men love—tender pork shoulder and sugar-cured ham—blended as only Armour blends them. Take home a tin or two today. See how easily tasty, thrifty Treet slips out of tin *whole*, with new Armour Middle-of-Tin Opener.

© ARMOUR AND COMPANY



Spread your own—another fix-easy Pantry-Shelf way to a man's heart! Fill small bowls with tangy Armour Deviled Ham, smooth-tasting Armour Deviled Tongue and rich, full-flavored Armour Liver Spread. Serve as shown and let the family fix a "supper-snack" tonight—at the table! Saves you lots of work—gives them lots of fun. Because each different combination of these delicious spreads is a different-tasting treat! Take home several tins today.



Stag Party Special—especially easy for the "Mrs.", too! Because this lean, firm South American beef—corned the special Armour way for extra tenderness and flavor—is as easy to fix as it is to eat. So easy he'll enjoy doing it himself! Just leave the fixings handy—Swiss cheese, cabbage slaw and several *chilled* tins of this rich, tender Pantry-Shelf Meat men love. Get Armour Corned Beef next time you go to the store—*for sure!*

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"RC
tastes best!"



"I'm convinced RC tastes best—
for I compared the leading colas
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"Now that I've taken the taste-
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in my refrigerator is RC!"



Enjoy a frosty RC lift yourself!
Today, get Royal Crown Cola—your
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Only RC gives you all 3:

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- (2) Two full glasses.
- (3) Best by taste-test flavor.

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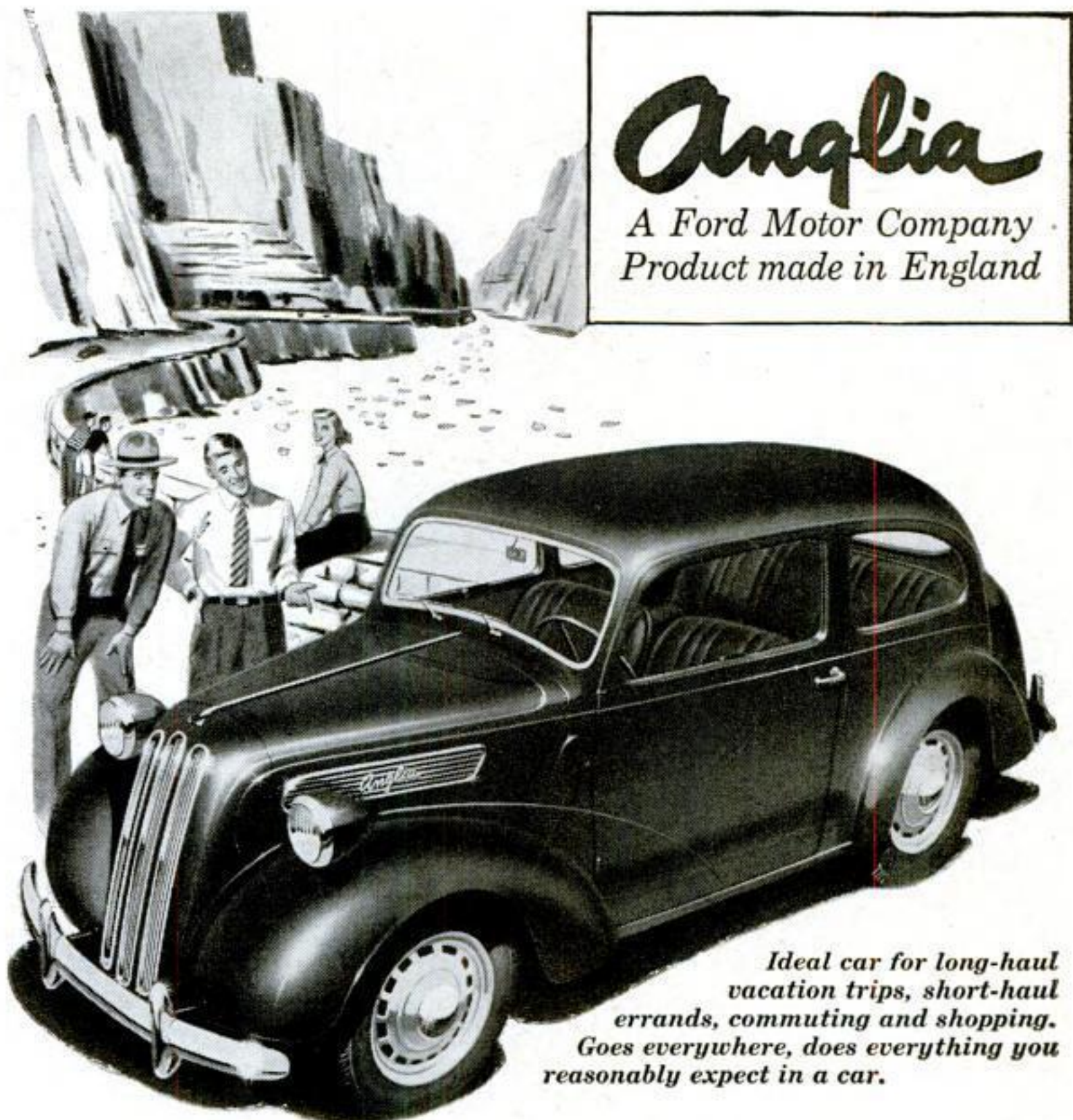
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"Even under these conditions I
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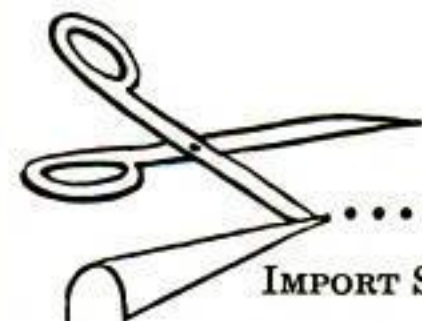
"I really use the Anglia hard and
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STOP IN SOON YOURSELF, at
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See what Charles S. Potter, of Chicago,
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Its smart looks and get-up-and-go are
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Service at Ford dealers everywhere. Complete
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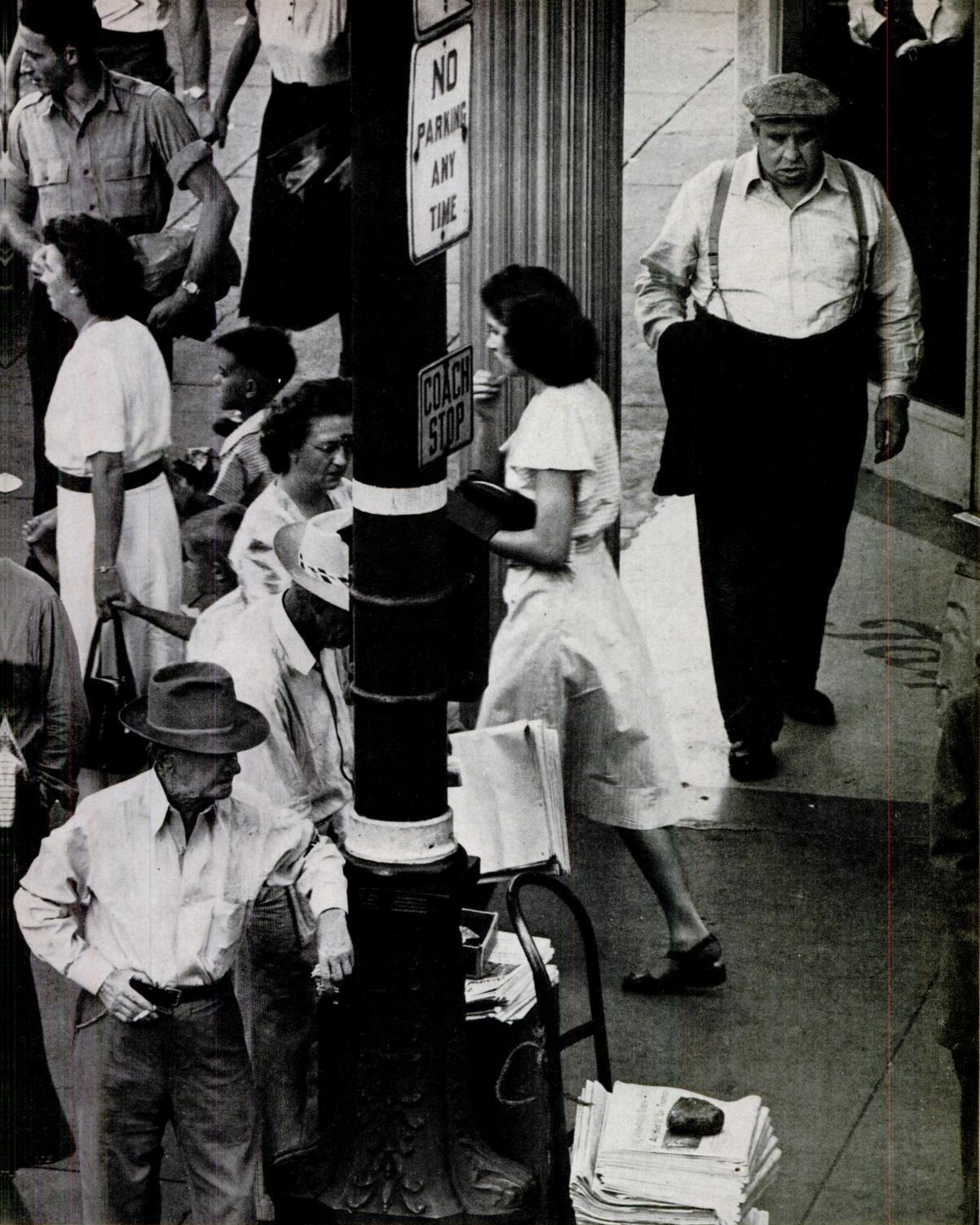
I WANT TO KNOW MORE.
So I'm sending you this cou-
pon for descriptive literature
and what other owners have
to say about their Anglias
and Prefects.

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City _____
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SPEAKING OF PICTURES...

... JUST WHAT ARE ALL THESE PEOPLE SO WORRIED ABOUT?



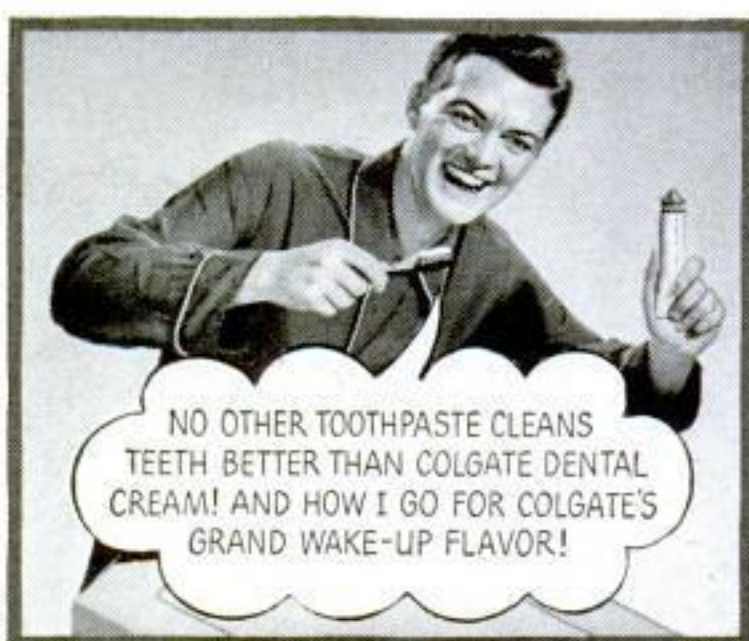
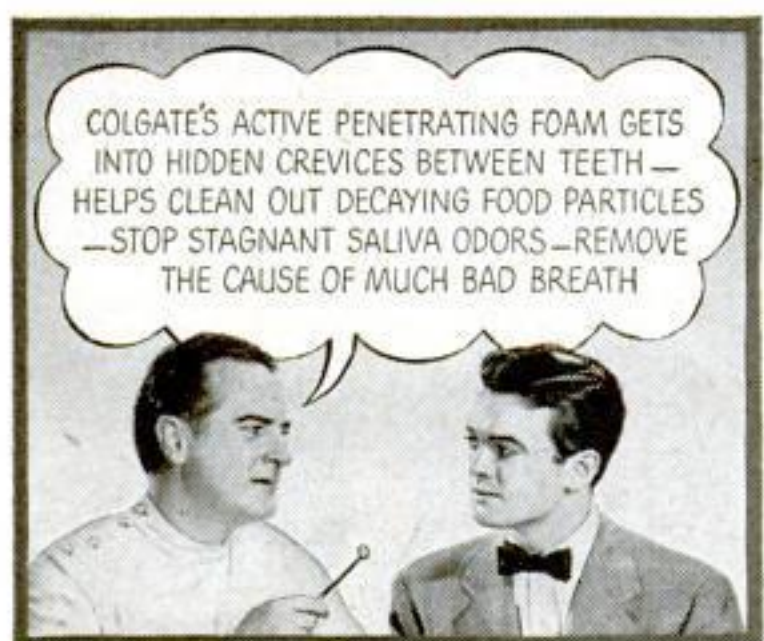
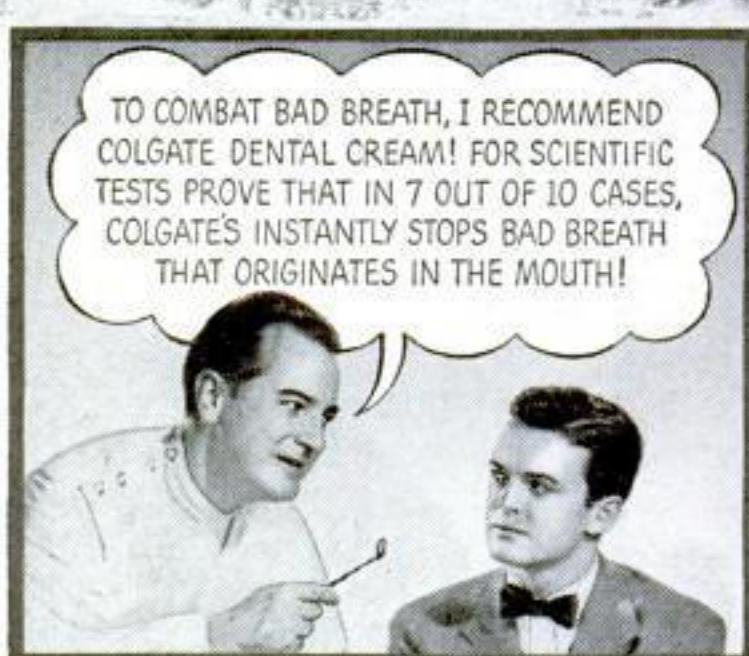
This photograph, made in Louisville by Barney Cowherd of the *Louisville Courier-Journal*, is becoming a sure show stopper in photographic exhibits. At New York's Museum of Modern Art and University of Missouri's School of Journalism (where Cowherd won top awards) people coming by the pic-

ture for a casual look have gone away haunted by the worry which pervades it. It has been called the most disturbing picture since the Mona Lisa—and raises even more questions than that enigmatic lady did. What anguish moves the lady at left and makes the sergeant behind her so grim? What is the young

man late for? What perplexity plagues the chin-rubber in the foreground and what so discourages the man leaning on the lamp post? And to what doom is the large man at right moving? Photographer Cowherd has no answers. "It was a warm day," he recalls, "and people were waiting for the lights to change."

I Ought to Get My Money Back!

**TUNNEL
of LOVE**



SPEAKING OF PICTURES

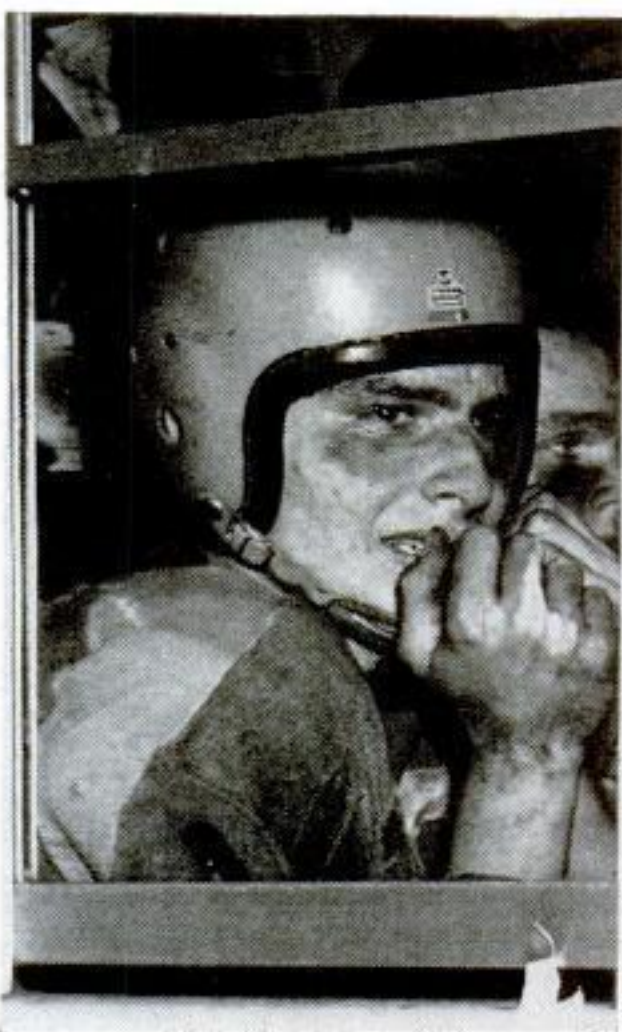
CONTINUED



NUNS IN RAIN and pictures below are Cowherd shots. He took the nuns while on routine assignment.



DOUBLE IMAGE was caused by head-twisting antics of a tennis fan trying to keep her eyes on the ball.



ASTRICKEN NAIL-BITER was caught sitting in bus only a few minutes after game which his team lost.

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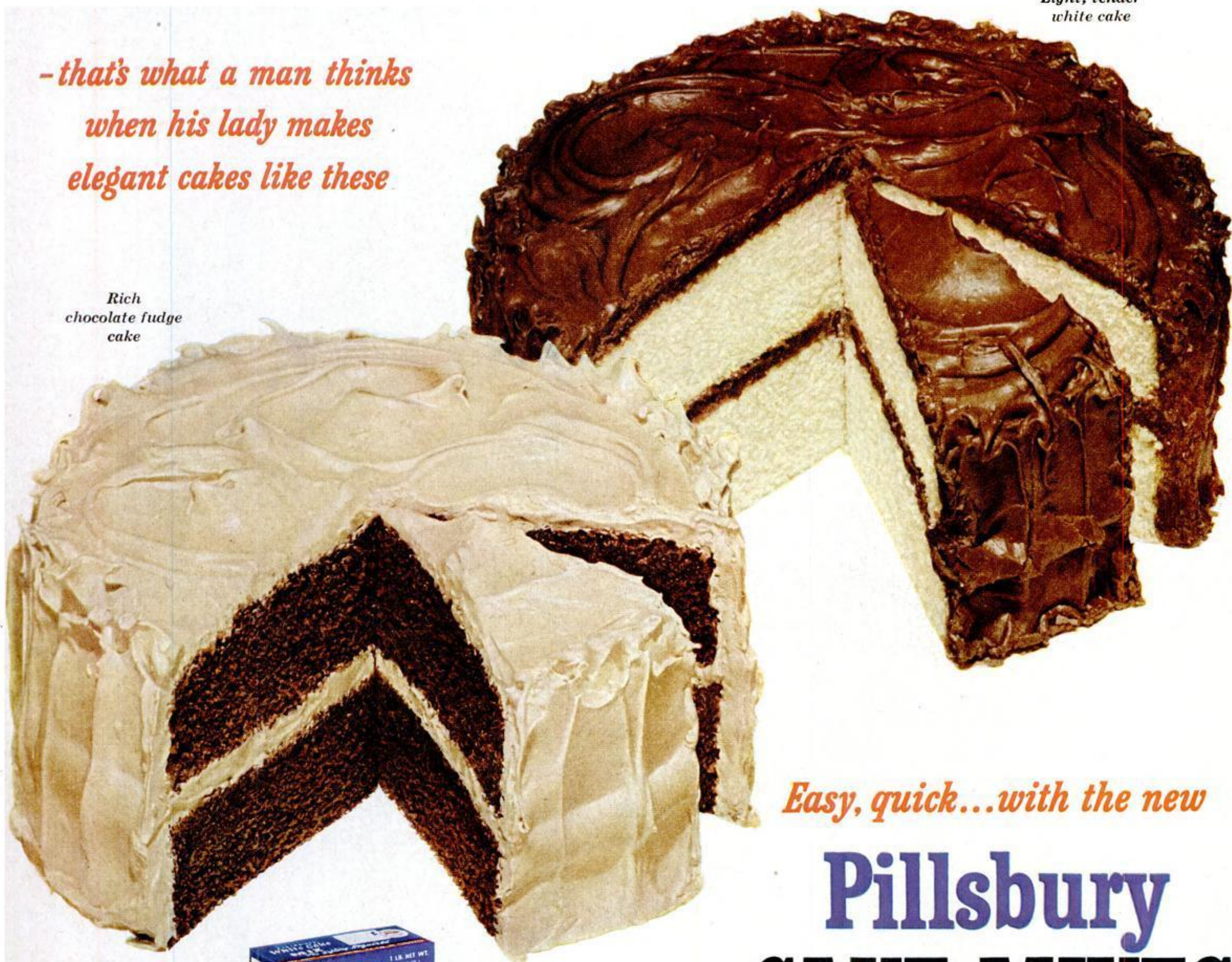
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Remember — these
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late fudge—the two flavors America likes best.

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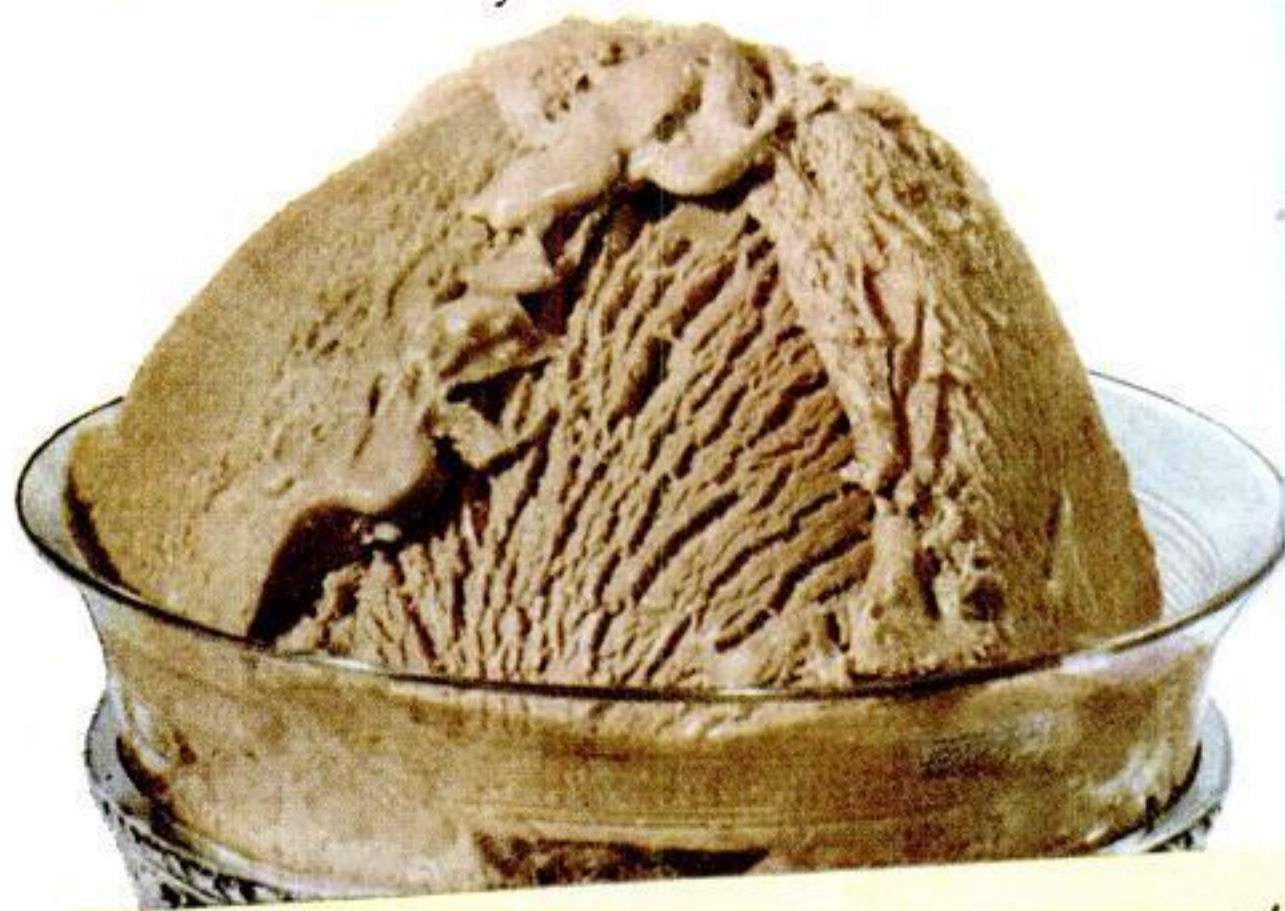
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$\frac{3}{4}$ cup Borden's Eagle Brand Sweetened Condensed Milk
1 square (1 oz.) unsweetened chocolate • $\frac{1}{2}$ cup water
 $\frac{1}{2}$ teaspoon vanilla • 1 cup heavy cream

Set refrigerator control at coldest point. Put Eagle Brand and chocolate in top of double boiler. Cook over rapidly boiling water, stirring, until thick (about 10 minutes). Slowly add water, mix well. Chill. Add vanilla. Whip cream to custard-like consistency. Fold into milk mixture. Pour into freezing tray. Cover with waxed paper. Freeze to a firm mush (about 1 hour). Turn into chilled bowl. Break up with fork. Beat until fluffy but not melted. Return to tray, cover with waxed paper. Freeze until firm. Makes about $1\frac{1}{2}$ pints delicious ice cream that's satin-smooth.



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IF IT'S BORDEN'S-
IT'S GOT TO BE GOOD!



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HOW A MAN OR WOMAN CAN
RETIRE AT 55 WITH \$200 A MONTH

"LIFE looks mighty good to me to-
day. I'm driving to Florida,
maybe Mexico. I'm free to do the
things I've always dreamed of doing—
fish, swim, laze around a beach some-
where. For, you see, I'm *retired* now—
with a check for \$200 a month, every
month, as long as I live.

"Strangely, I owe my luck to the
crash and the depression. When the
bottom dropped out of the market, I
still had a good job, but my savings
were wiped out.

"Up till then, I'd looked forward
to having enough to retire on some
day. But in '29, I was nearly forty.
With almost half my working years
gone, I'd have to start over again.

"And suppose I *could* save enough,
how would I invest it? I'd already
learned how *little* I knew about stocks.

"About that time, Jim Fisher, who
worked in our office, announced he
was retiring. I told him how I envied
him—and how hopeless it seemed for
me to ever afford to retire.

"But Jim said something that sur-
prised me. 'You know, you're luckier
than I am. You can retire—easier than
I did. You can plan *now* to get a guar-
anteed income, with no investment
worries, when you're, say, 55. For men
in their forties—or younger—there's
a modern answer to the retirement
problem. *You needn't be rich. You
needn't have a lot of money saved.*'

"I asked him what the answer was.
He said, 'It's called the Phoenix Mut-
ual Retirement Income Plan. It's
a way you can make part of your
salary now buy you a retirement in-
come later. There's only one secret—
starting in your forties—or sooner!'

"I jotted the name on my calendar
pad, and, after Jim left, I wrote to
Phoenix Mutual. Back came a booklet
telling all about Retirement Income
Plans. *This was the answer for me!*

"Not long after that, I qualified for
a Phoenix Mutual Plan. And what a
feeling of security it gave me. It guar-
anteed \$200 a month, every month,
starting in 15 years. Meanwhile, till
I reached retirement age, it protected
my family with life insurance.

"Those fifteen years went mighty
fast. A while ago, I
got my first Phoenix



Mutual check and retired! Thanks to
my Phoenix Mutual Plan, I'm tak-
ing life easy."

Send for Free Booklet

This story is typical. Assuming you
start at a young enough age, you can
plan to have an income of \$100 to
\$200 a month or more—starting at
age 55, 60, 65 or older. Send the cou-
pon and receive, by mail and without
charge, a booklet which tells about
Phoenix Mutual Retirement Plans.
Similar plans are available for women.

Don't delay. Send
for your copy now.



LIFE'S COVER

Olympic Champion Robert Bruce Mathias, who
last week won his second straight U.S. decathlon
title (pp. 27-31), learned to perform most of the de-
cathlon's 10 track and field events in an orthodox
manner. His early training in the broad jump, how-
ever, was done in his bedroom at Tulare, Calif. He
used to leap across the room from the window sill,
landing on the bed and frequently breaking all of
the slats. At 18, Mathias is 6 feet 3 inches tall, weighs
195 pounds and has a phenomenal ability to relax
by going to sleep at any time—even while listen-
ing to the hillbilly records which are his favorites.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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40—DON CUNNINGHAM FOR JACKSON CITIZEN PATRIOT	90—DRAWING BY H. K. STOESEL
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	110 THROUGH 114—JOE SCHERSCHEL
	116—JON BRENNIS FROM CAL-PICTURES—ED WEBBER'S PHOTO CRAFT SHOP—SKELTON STUDIOS

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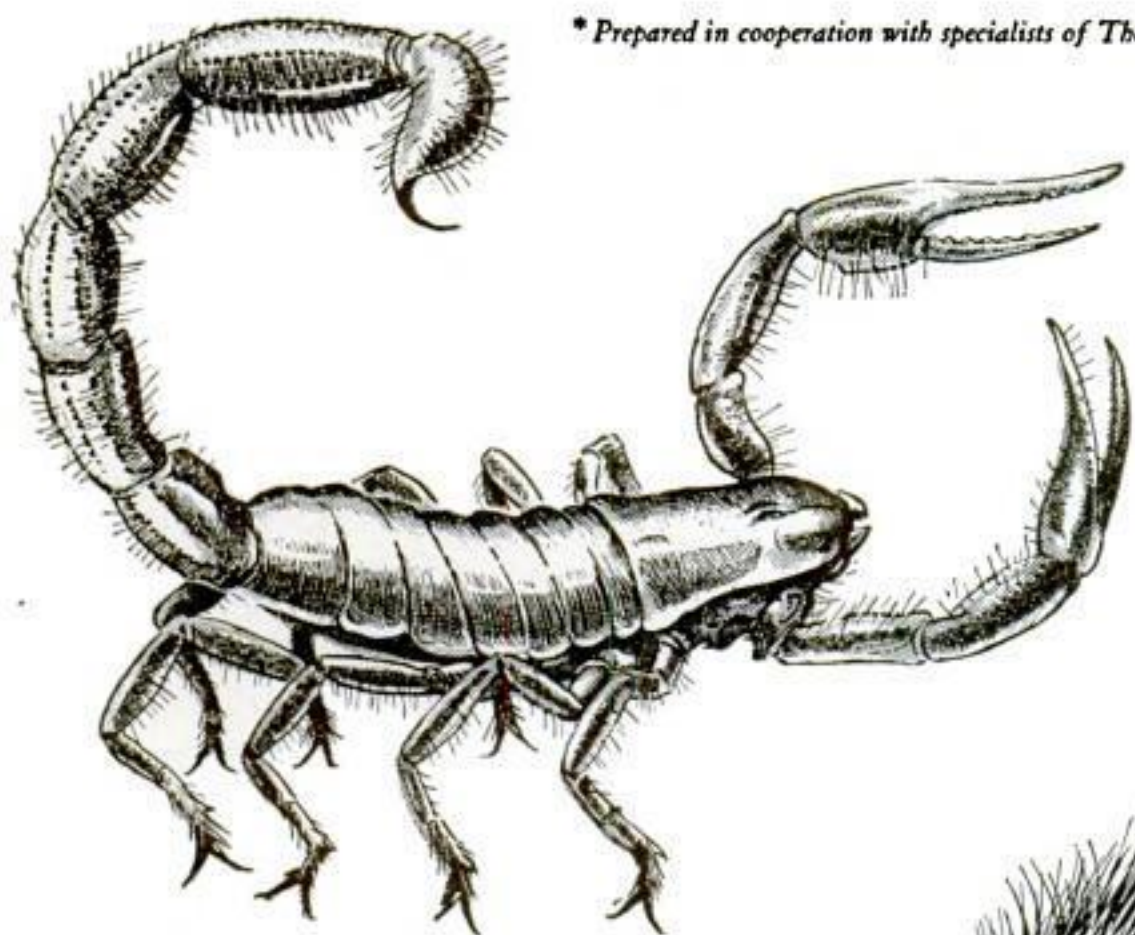
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your illustrated booklet, showing how to get
a guaranteed income for life.

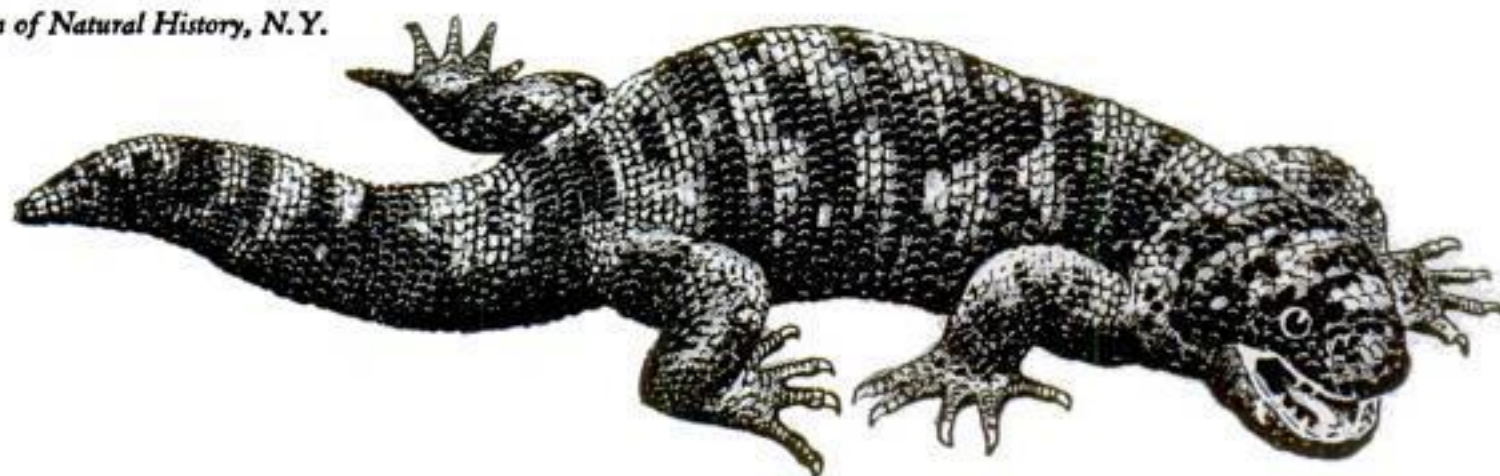
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* Prepared in cooperation with specialists of The American Museum of Natural History, N.Y.



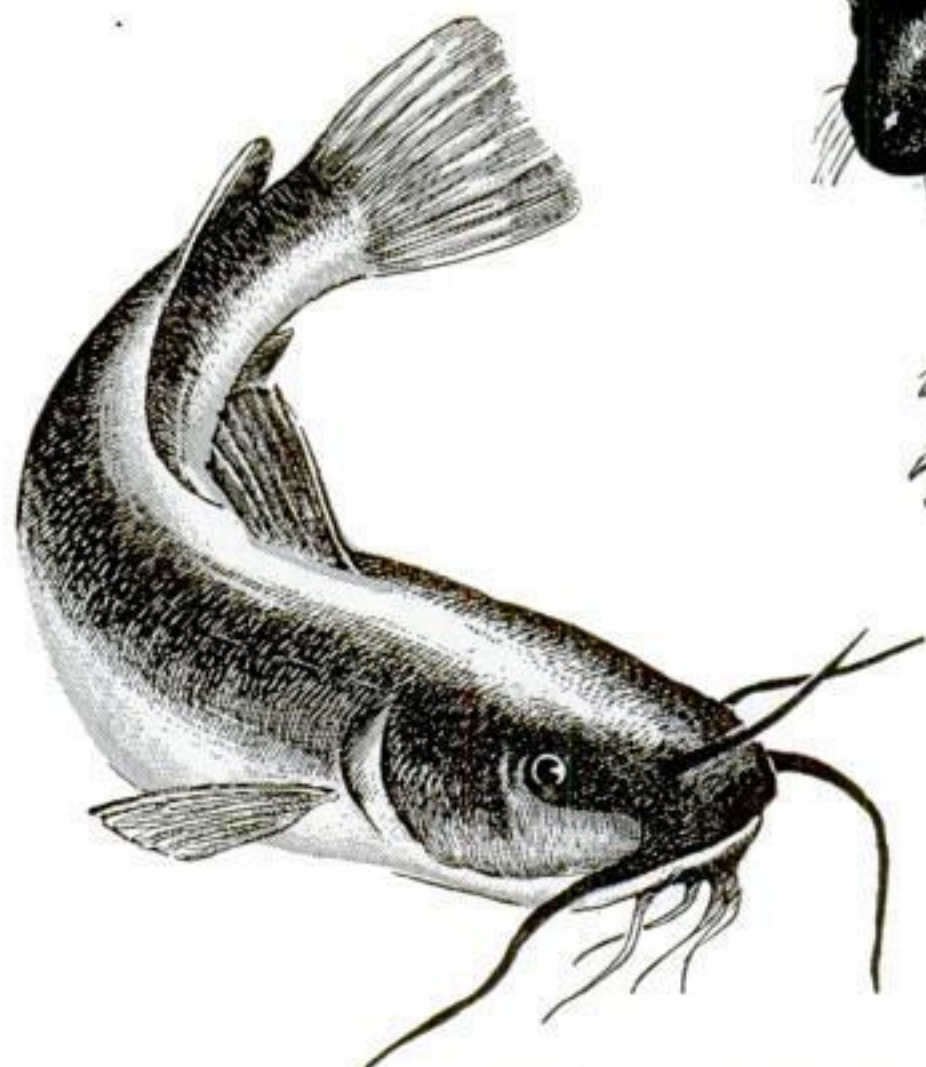
A pair of crab-like claws are an identifying mark of the **SCORPION**. His segmented tail carries a venomous sting.



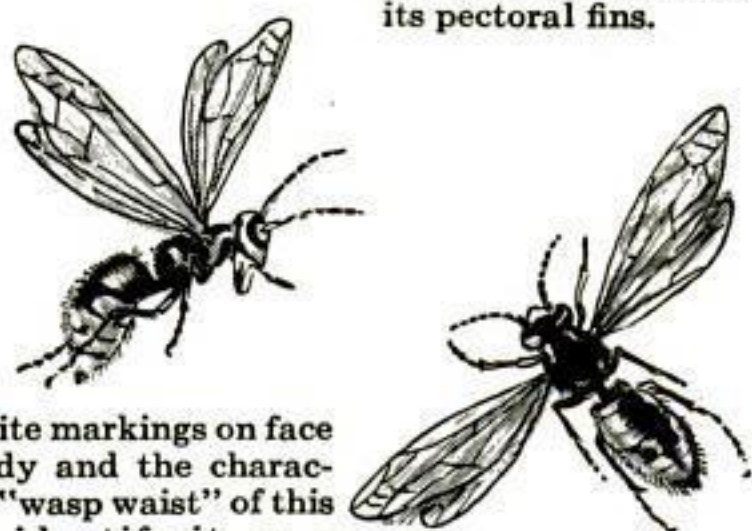
Beadwork-like skin characterizes the poisonous **GILA MONSTER**—who will bite and hang on like a bulldog.



If you annoy a **PORCUPINE**, you are likely to be sharply reminded of his distinguishing feature—numerous needle-sharp spines, or "quills."



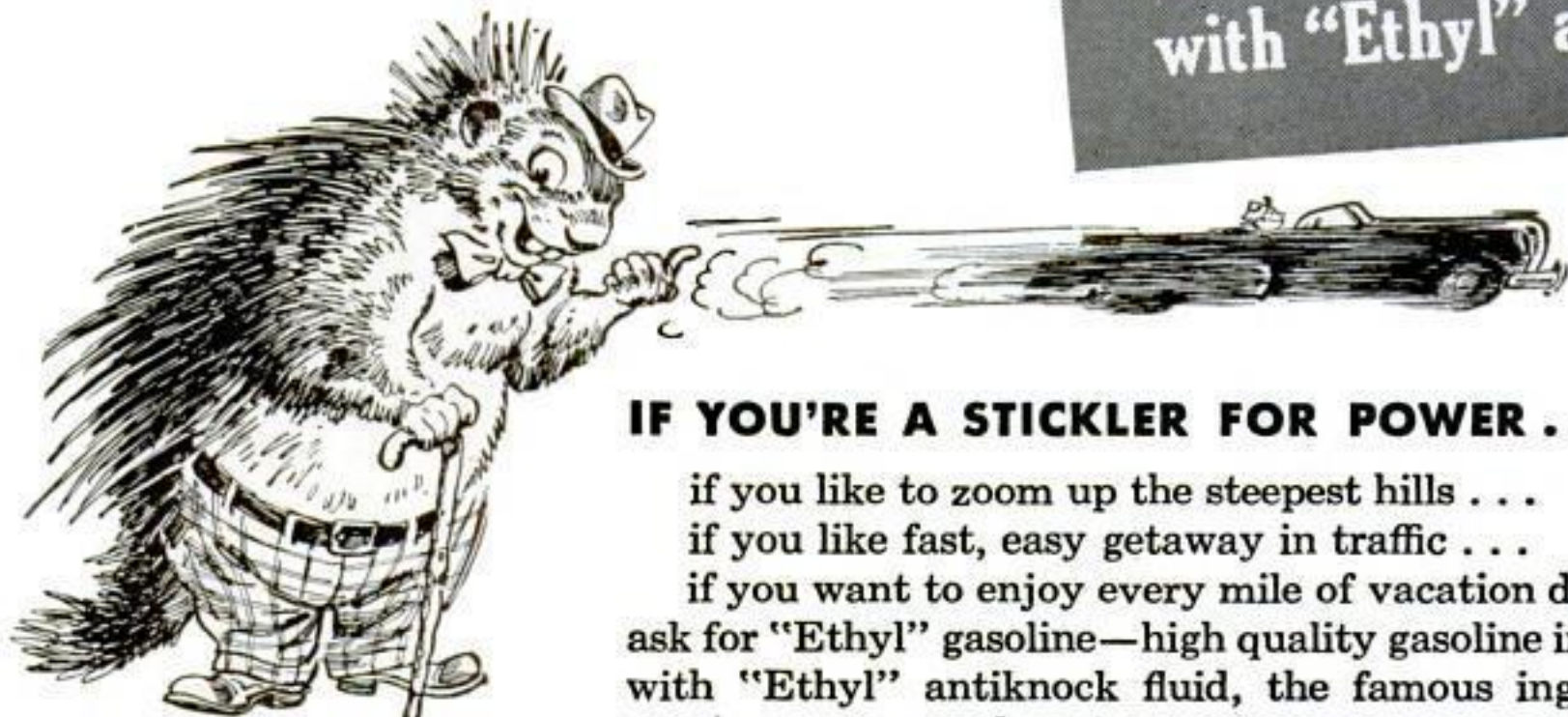
Good to eat, but handle with care. The **CATFISH**, identified by the long, whisker-like barbels around its mouth, has a pair of needle-sharp spines attached to its pectoral fins.



The white markings on face and body and the characteristic "wasp waist" of this insect identify it as a **WHITE-FACED WASP**. This species carries a particularly high-powered stinger.

When you meet
these creatures,
THE "TRADE-MARKS"
OF NATURE *
say **"HANDS OFF"!**

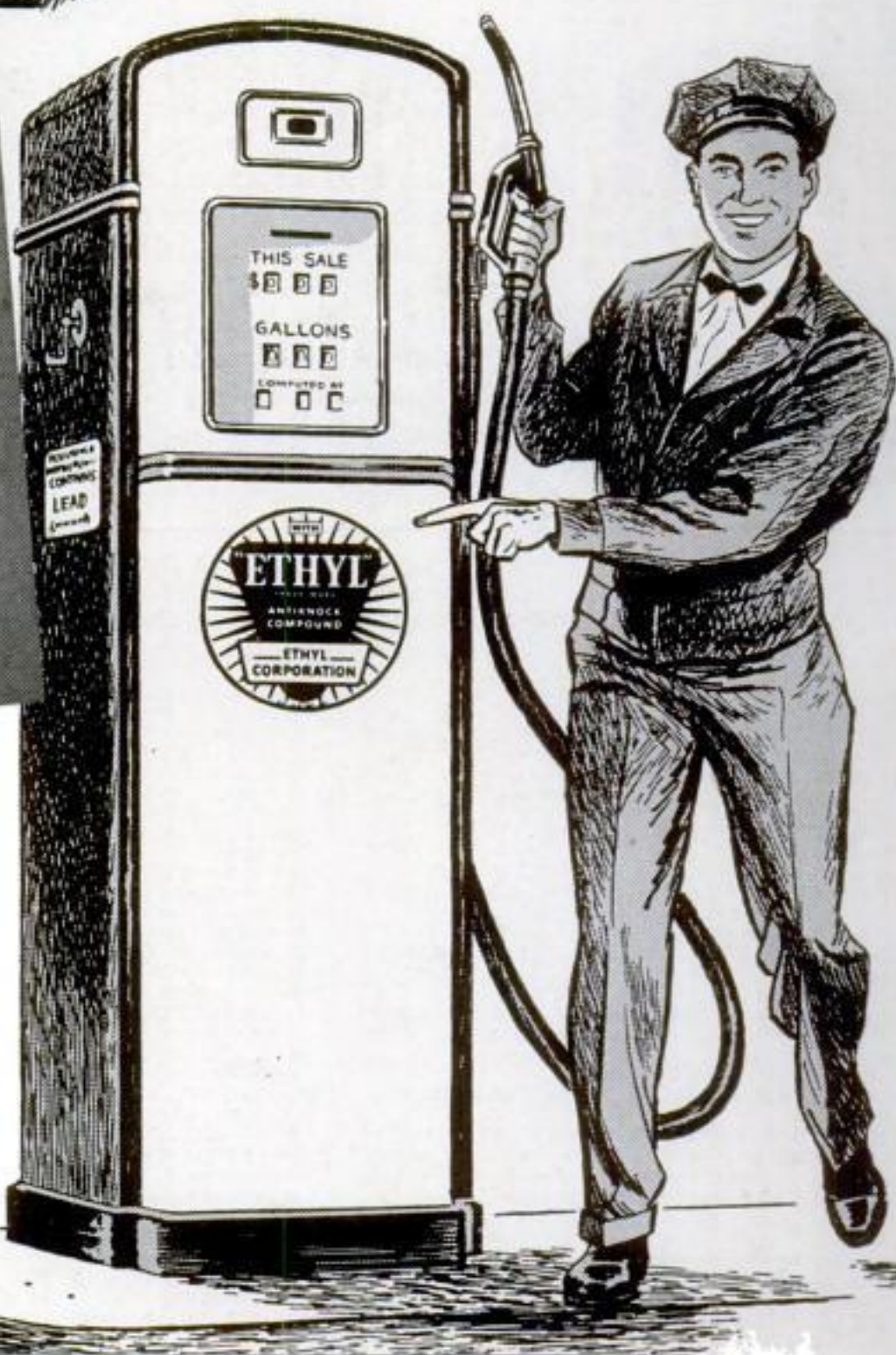
When you buy gasoline
THE "TRADE-MARK"
"ETHYL"
identifies gasoline stepped up
with "Ethyl" antiknock fluid

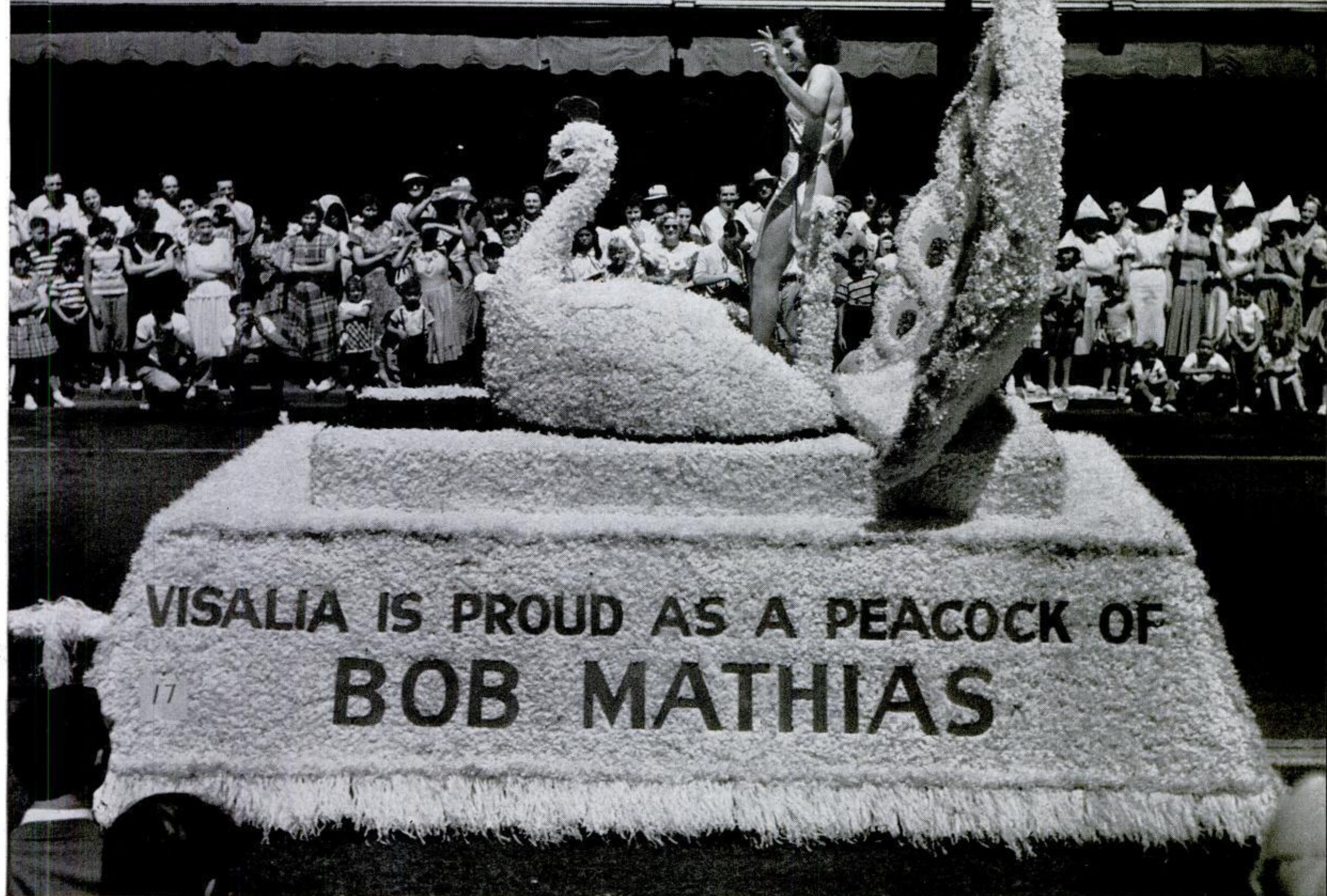


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if you like fast, easy getaway in traffic . . .
if you want to enjoy every mile of vacation driving . . .
ask for "Ethyl" gasoline—high quality gasoline improved
with "Ethyl" antiknock fluid, the famous ingredient that
steps up power and performance.

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ON EVE OF DECATHLON CHAMPIONSHIPS TULARE'S MOST FAMOUS CITIZEN GETS A SALUTE FROM THE NEIGHBORING TOWN HE USED TO PLAY AGAINST IN FOOTBALL

A CHAMP MAKES GOOD FOR THE HOME FOLKS

In the snug little city of Tulare, Calif. (pop. 12,000) an 18-year-old high-school boy last week reaffirmed his right to be called one of the most remarkable athletes of all time. Before the worshipful eyes of his home-town neighbors, Bob Mathias (cover) successfully defended his national championship in the decathlon, a muscle-tearing two-day grind of 10 different track and field events.

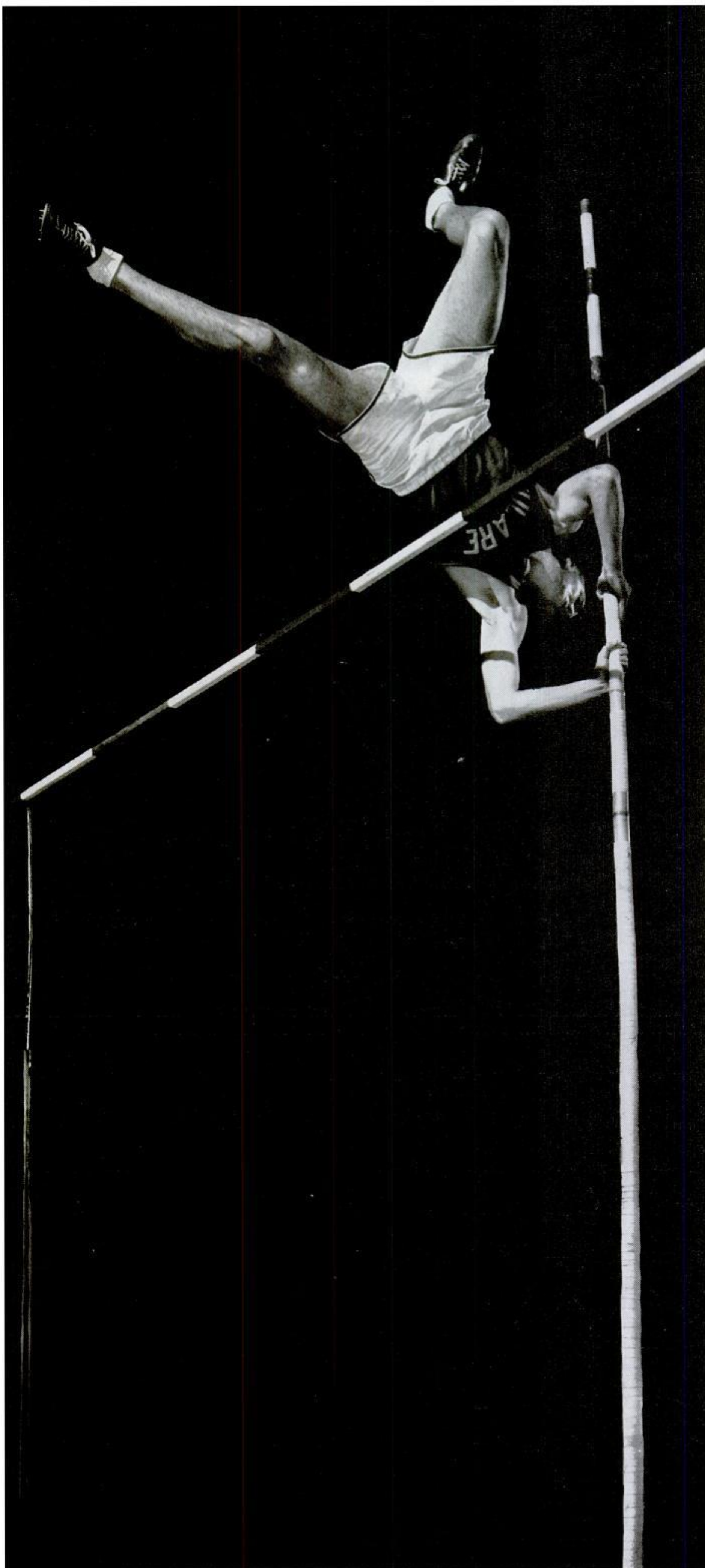
It would have been a civic catastrophe had Mathias done otherwise. Tulare's pride all but overflowed last August when Mathias won the Olympic championship in London at the precocious age of 17. Civic big wheels immediately made plans to get the 1949 decathlon championships for Tulare, where the home folks had never had a chance to see the young man they now called "Our Bob" perform the feats which made him world-famous before he had mastered the use of the razor. It was not much of a problem; the Amateur Athletic Union was glad to hop on the Mathias bandwagon and make the decathlon a more popular spectator sport. On June 28 and 29 the Tulare residents

turned out to put on a show at once unique in U.S. sports annals and a new high in civic pride. Before their hero took to the field of competition they encouraged him with a \$40,000 parade complete with floats (above) and a decathlon queen (right). Then it was up to Mathias to make the enterprise worthwhile; he had to win against a powerful field of 18 athletes that included a former U.S. champion.

"Our Bob" started out shakily. He was coltishly clumsy during the high jump, and at the end of one night and five events Irving Mondschein, the former champion, was 89 points ahead. But on the second night it was all Mathias. Performing under the heaviest possible pressure, he bettered his own previous standards in four of the last five events and finished an easy winner (next two pages). It was a big night for Tulare and for California's Governor Warren (p. 30), who had come down from Sacramento to root for the state's new wonder boy. Last week Tulare was probably the only city in the U.S. where an 8-year-old youngster would rather get a discus for a Christmas present than a baseball bat.



DECATHLON QUEEN Sue Howell sees Mathias get a lifetime pass to all high-school contests in California.



POLE VAULT added 696 points to Mathias' score as he cleared a height of 11 feet 6 inches—amazingly good for a 195-pounder. His all-round excellence in the field events clinched his victory.



MATHIAS (CENTER) TAKES SECOND IN HIS FLIGHT OF 100-METER DASH

MATHIAS WINS IN THREE EVENTS,

In 10 events at Tulare, Bob Mathias rolled up a total of 7,552 points, 507 more than were scored by Moon Mondschein, who placed second, and 413 more than his own Olympic total at London in 1948. He won three events and, more important, was among the leaders in the other seven. The decathlon score is arrived at through a table of points which rates an athlete's performance against an "ultimate standard" which



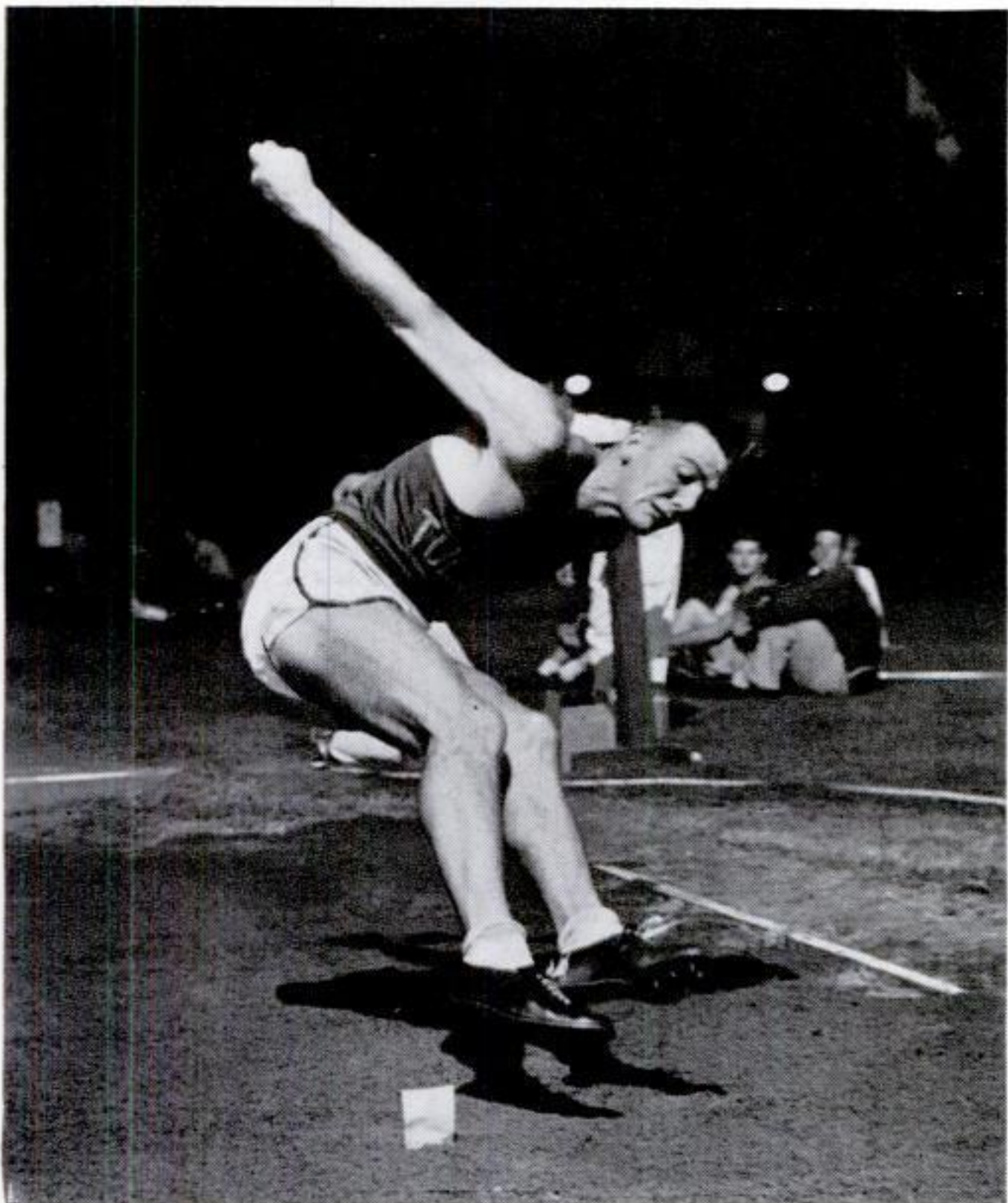
DISCUS THROW is an old high-school specialty with Mathias. He won this event with a toss of 150 feet 11 1/8 inches, the longest of his competitive career.



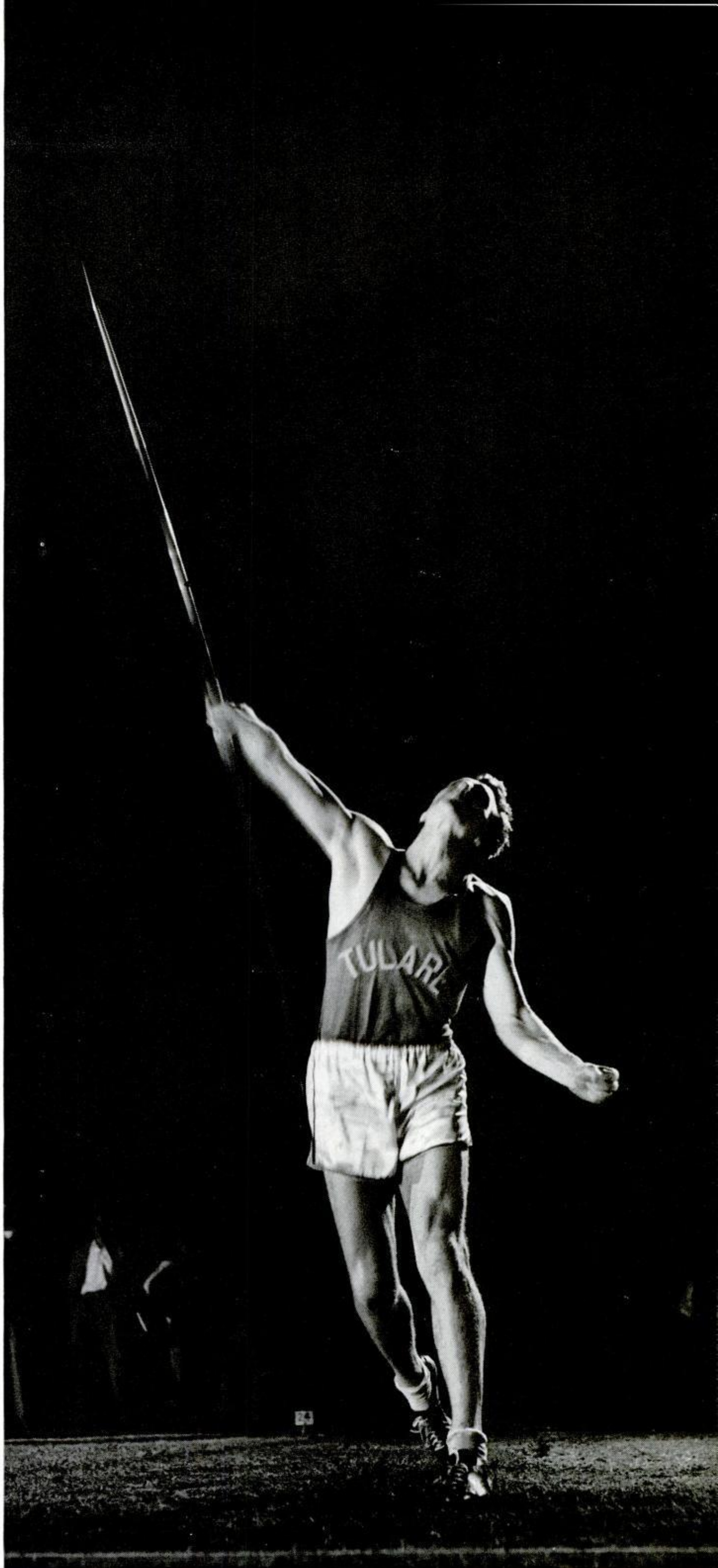
IN HURDLES HEAT HE IS SECOND AGAIN IN FAST TIME OF 15 SECONDS

IS NEAR TOP IN THE OTHER SEVEN

is highly theoretical. For example, had Mathias equaled the world record of 10.2 seconds in the 100-meter dash he would have received 1,109 points; he ran it in 11.3 seconds and was downgraded to 760 points. There is no reason why Mathias should not continue to improve, and the world record of 7,900 points (set by Glenn Morris in 1936) is easily within his reach. Says his mother, "I think Bob will break it next time."



BROAD JUMP was another event in which Mathias exceeded best previous performances with a leap of 22 feet 4½ inches (*above*), which took third place.



JAVELIN THROW was won by Mathias, here getting off winning toss of 177 feet 10 7/8 inches—again better than he had ever done before. Mathias' other first place was won in the shot-put.



BETWEEN EVENTS Mathias grins at closest rival, Moon Mondschein, three times U.S. champion. Said the 25-year-old Mondschein, "When this kid matures, I retire." Below, Mathias is helped from track at meet's end by brother Gene (left) and a friend.



Bob Mathias CONTINUED



ANXIOUS MOTHER worries about Bob's chances at start of second night as she chats with Cecil Pryor of Fredonia, Kan. Pryor's son, 18, was also in the meet, finished eighth.



ANXIOUS GOVERNOR, Earl Warren (center), studies his program as Mrs. Mathias smiles her optimism. By now Bob had taken lead, was never again in danger of losing.



PROUD GOVERNOR congratulates Mathias while his mother beams. Said Bob, in a vast understatement, "I'm tired." At home he drank a quart of milk, then slept 11 hours.



A MOTHER'S SMILE and a reassuring pat on the back encourage Mathias as he leans wearily on bleachers fence following 400-meter run. He visited his mother several

times, once to say doubtfully, "I'm not doing so well, am I?" Answered Mrs. Mathias, who also watched him win the Olympic championship last year, "You're doing just fine."

THE SOUTH AWAKENS

ITS CONSCIENCE IS AT WORK AND ITS HABITS ARE CHANGING

Just about the best and biggest news in the U.S. is to be found in the South.

The news is that the South is waking up and going places.

This of course has been previously announced, usually with reference to such things as new factories, paved roads and better farming. We are happy to report continuing progress in the Southern economy. However we have in mind something of even more significance to the rest of the U.S.—and, we might add, significant also to the world at large. We speak of a change in human attitudes, in the spirit of the South.

So slowly and quietly that millions of Southerners hardly know what is happening, the South is acquiring a social conscience. It is beginning to worry about itself, and to do something about the things that make it worry. And inevitably, as conscience grows, the patterns of Southern thought and life begin to change.

The change is slowest, yet most apparent, in the kind of life open to the Southern Negro and in the relationships between white Southerners and black Southerners. Many of our readers, seeing the picture at upper left or noting that the Klan has been raising hell in Alabama, may suppose that we are making up pretty words. We are not: the lot of the Southern Negro is steadily improving, and so is the attitude of Southern whites toward the Negro.

At this point we pause to spell out some elemental facts. We don't like the facts and consider them to be morally indefensible. But this view does not remove the facts. The evolution of the South cannot be understood unless they are understood.

Most Southern whites live and die in the certainty that they are fundamentally different from and better than Negroes. Genetically absurd though it is, the certainty still exists and will continue to exist for a long time. This being a fact, segregation is a fact in the South. It is also a fact elsewhere, but nowhere else in the U.S. do the idea and practice of segregation so completely condition the whole of life. Especially the idea—black and white residential areas are actually more intermingled in the South than they are in the North, yet whites living across the street from Negroes would riot rather than share the same roof. It is to the credit of the South that segregation is nevertheless not an absolute and freezing fact. Its rigors can be and are being eased. Its boundaries can be and are being narrowed. Changes in racial relationships are possible in the South, but they must be the slow changes of evolution rather than the spectacular, overnight changes of sudden revolution.

Here we speak of what the South calls "social" segregation—in housing, churches, entertainment, etc. In this area the improvement is mostly in the number and quality of facilities open to the Negro for Negro use only. Beyond the social area there lies a large economic and political area where white resistance crumbles with astonishing speed when the issue is prudently joined. It

is in this field that the changes of deepest significance are occurring. Many of them do not enthuse stereotyped, all-or-nothing "liberals," and practically all of them infuriate the Communists, who are trying hard but without much luck to horn in on the Southern show.

Economic segregation has not ended, but it is in process of ending. "Quality" stores where once no Negro could enter now welcome Negro customers and often blink at their luxury buying. Thousands of white and Negro industrial workers belong to the same unions, attend the same meetings, vote in common for white and Negro officers, send mixed and sometimes all-Negro committees to deal with white management. The unions and memberships affected by this miracle are still in the minority, and "mixing" is limited strictly to the business of the unions. But unions where it occurs are no longer exceptional nor even subjects of great remark.

Politically the huge new fact in the South is that the Negro has a free vote. The South did not give it to him and in many places still tries to deny it to him. But legally he has it, thanks to the U.S. Supreme Court, and gradually he is beginning to use it. Here and there in the South white and Negro leaders are beginning to discuss, separately and together, the prospect that Negro candidates will be standing for local offices on interracial tickets—Democratic tickets—within the near future.

Education is in a sort of black-and-white zone between total segregation and incipient fusion. Southerners are being told by their awakening conscience and by the Federal courts that white and Negro students are entitled to equal schooling. They are also confronting the fact that the South just doesn't have enough money to create enough separate and adequate schools for Negroes only. The first result is the reluctant admission of Negroes to state universities. An inevitable result in the long run will be at least a partial breakdown of racial barriers at lower levels.

Many Southerners resist these trends. They have hardly appeared in many parts of the South, especially the rural South. But they are appearing. Already many thousands of Southern Negroes enjoy amenities and opportunities that were inconceivable 20 years ago and barely credible 10 years ago. Many, many thousands of whites are learning that their own lives brighten with the climate of all Southern life. In the words of a Southern Negro editor with whom we recently discussed these matters, the South is learning, among other things, that you can't sustain democracy in the world and push black men off the sidewalk.

The South's racial problem is a national problem, and the solutions are of national interest. Southerners should be a little less resentful when "outsiders" express interest and concern. Northerners should salute the efforts of all the Southerners, white and black, who are making a new South.



Washington cop stopping a near race riot inadvertently rides down a girl. This accident happened because some white boys attacked some Negro boys who tried for the first time to use a public swimming pool even though it had been officially "nonsegregated" for four years.



Memphis Lawyer Lucius E. Burch Jr. is a typical leader of the Southern enlightenment. Young, able and wealthy, he speaks softly but effectively in racial matters, spearheads continuing fight to unseat Memphis' Boss Crump.

CANDY AND SOCIALISM

BRITAIN'S PLANNERS LEARN THAT THEY CAN'T PLAN PEOPLE



WHEN RATIONING ENDED ANXIOUS BRITONS FOUND "SWEETSHOPS" FULL



DURING SHORT ERA OF PLENTY A BRITISH BOY STARES AT CANDY HEAVEN



IDLE CLERKS NOW HAVE NO CANDY FOR SALE



ATLEE CRINGES AS CLOWN BUSSES HIS PATE

Great Britain is in trouble again, and the story of candy explains a lot of what's wrong. As the pictures above and to the left show, candy typifies for Britons all the things that they long did without, worked hard to get and had just within reach when something went haywire. Last April a generation of British children who had never had enough candy wallowed in it after their austere Labor government derationed "sweets" and said everybody could have all they wanted to buy. Then came the blow: after a glorious candy spree the shops ran out of candy and Britons still cannot get enough. What happened? Essentially this: the government continued to control candy prices and limit the amounts of sugar, chocolate, etc., that go into candy. Manufacturers found that they couldn't make all the candy that the public wanted, and that even if they could, they and their retailers didn't earn enough profit to make the effort worthwhile. Simultaneously the planners discovered that they couldn't plan human appetites, which failed to "level off" as the government expected. People stubbornly refused to be sated and continued to buy candy in quantities which appalled the masterminds of Whitehall. Demand stayed up, supplies went down, and to all effects candy is nearly as scarce as ever. So are many other things in Britain. Buying power stifled by rationing and control of some commodities goes wild when other

goods are available, general prices soar, and the total cost of living pinches Britons as never before. At the same time postwar markets for British exports shrink, and it is harder and harder for Britain to earn enough to pay for its imports. After all its work and sacrifice and despite all the U.S. aid it has received, the country is on the verge of a new economic crisis. Prime Minister Clement Attlee, who got into the picture news when an American clown kissed his balding head at an ice show (*lower left*), and Sir Stafford Cripps ought to draw a lesson from all this. But they don't. All that the story of candy seems to mean to them is that Britain must pull its belt still tighter and clamp down still harder on competitive trade in order to conserve its resources. A lot of others, including U.S. officials of ECA, draw an opposite moral: that Britain must loosen up its thinking and take more competitive risks for its own good and the good of Western Europe. Cripps's refusal to do so—because, as he sincerely believes, Britain just can't afford the risks—precipitated a warm debate between him and ECA's Averell Harriman in Paris last week. Cripps retreated a little way from his peak of total caution. But his general attitude of austerity continued to prevail. It inspired Conservative M.P. Robert Boothby, growling at Britain's socialized health system to crack that he foresaw "an endless vista of free false teeth with nothing to bite."



MOURNERS IN GARDEN of Kim Koo's mansion at Seoul are seen through window of Kim's bedroom-study

a few minutes after his death. Assassin missed his victim with at least two shots, which left the holes seen above.



FAREWELL to U.S. occupation forces is waved by Korean at Inchon port, where Americans sailed for home.

AN OLD ASSASSIN DIES BY GUNFIRE

Troubled Korea loses its "Tiger"



KIM AS A STATESMAN

A young Korean army lieutenant named Ahn Bo Hi last week assassinated his country's foremost assassin. Ahn put four bullets into 73-year-old Kim Koo, whose patriotic career began in 1895 when he slew a Japanese captain involved in the assassination of Korea's empress. LIFE Photographer Carl Mydans, arriving a few minutes after the shooting, made these photographs.

Nobody knows how many people Kim himself assassinated, but the crowning event of his career came in Shanghai in 1932. There he broke up a Japanese victory celebration with a well-placed bomb that killed the Japanese commander-in-chief and blew one leg off Mamoru Shigemitsu—who surrendered Japan to General MacArthur in 1945.

The murder of Kim Koo was sure to stir up new unrest in the U.S.-sponsored part of Korea because Kim was a political rival of President Syngman Rhee. They broke apart for good last year when Kim journeyed to Soviet North Korea to talk about uniting the nation. President Rhee sternly proceeded to steer the new republic into the Western camp. Kim's death came as the U.S. relinquished its last loose handhold on the mainland of Asia by withdrawing its occupation troops from Korea (above). And along the border north of Seoul, Soviet puppet forces sporadically attacked Rhee's small army, hoping to extend the conquests of Asia's Communists (p. 36). In Washington at week's end a warning by Secretary of State Acheson was revealed: if Congress rejects the \$150 million aid program for Korea, the new republic may fall within three months.



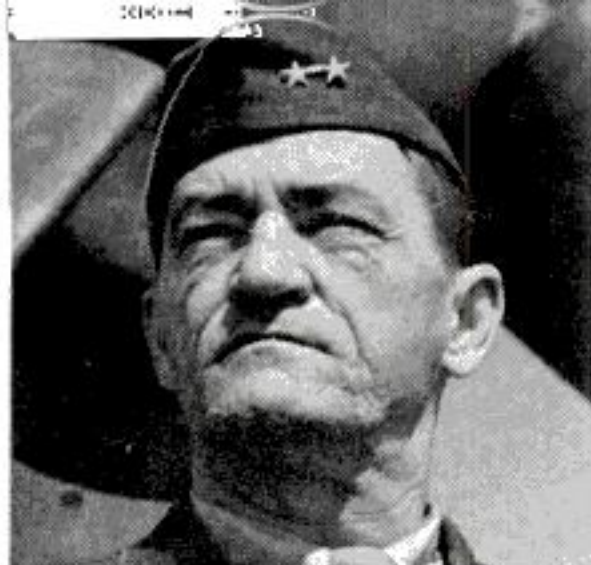
KIM KOO'S END came in a few minutes despite ministrations of doctors and nurses summoned from St. Mary's

Hospital. Here they remove plasma tubes from Kim's body as mourning relatives and close friends stand by.



THE TIGER OF KOREA, as Kim Koo sometimes was called, lies dead in his colorful, Japanese-designed room, where a black table inlaid with a mother-of-pearl replica

of a tiger has been pushed alongside the bed. Members of Kim's family, some in European and some in Korean dress, stand near the bed or prostrate themselves before it.



MAJOR GENERAL CHENNAULT

LAST CALL FOR CHINA

A fighting American says that a third of its good earth and 150 million people can be saved

by CLARE L. CHENNAULT

In China last week Communist Dictator Mao Tse-tung shattered an illusion long cherished by many an American—the illusion that China's Communists are "different." Said Mao, "We belong to the anti-imperialist front headed by the U.S.S.R. . . . Neutrality is a camouflage." One American who has long recognized the truth of Mao's words is Major General Claire L. Chennault, wartime leader of the Flying Tigers. Recently before a congressional committee he proposed an American program which might at last deal realistically with the growing tragedy of Communist conquest in China. This article explains his program.

IN the spring of 1948 at Washington, I testified before the House Foreign Affairs Committee on the situation in the Far East. In the unbroken series of disasters which have unrolled since then, practically everything I predicted has come to pass. It is not my purpose now to be justified as prophet of disaster, but recognizing the errors of the past may help shape the decisions we make now for future constructive action.

The best part of China has been lost already by an American policy of passivity. If we do not act soon the Chinese Communist government will be on the borders of Indo-China, Thailand and Burma. In Indo-China the Moscow-trained leader, Ho Chi Minh, has already established his Communist regime. The French have been powerless to suppress him. With support from across the Chinese border, it is mathematically certain that Ho Chi Minh will extend his rule to include most or all of Indo-China. Thus Thailand will be surrounded on two sides, and will fall. Malaya may be expected to follow. The fate of disordered Burma, where there is also a powerful Communist movement, will certainly be sealed. And the rich islands of Indonesia will also find their way into these new provinces of the Soviet Union's new Asiatic empire.

It is optimistic nonsense to suppose that with all of Asia in Communist hands Japan and the Philippines will remain peacefully on our side. Japan is virtually entirely dependent on trade with Asia for her continued existence. It was this very dependence that drove the Japanese militarists into their attempt to found the so-called Greater East Asia Co-Prosperity Sphere. With Asia in the grip of Communism, there can be only two futures for Japan. Either the U.S. will transform Japan into a colony, at once spending vast sums to feed her people and stopping at nothing to repress their impulses toward independence, or Japan will ultimately join the parade and come under Communist rule like the rest of Asia. I cannot imagine my country in the role of ruthless imperialist. And so I foresee a Communist Japan at the end of the easy road we are now so comfortably following.

I do not say that all these disasters are to happen at once. It will take many months for the Chinese Communists to establish mastery of all of China, even if this country extends no helping hand to the anti-Communist forces. It will take perhaps several years before the whole process can work itself out. But we are fools to think that with the Pacific imperiled, the U.S. will be safe. What is at stake here is simply the security of this country. When national security is at stake, economic factors should not weigh too heavily. But the strategic raw materials of this vast region will be denied to us. And our Far Eastern markets will either be closed to us, or perhaps we may be allowed a carefully controlled trade, limited to supplying an implacable enemy with the means of modern warfare, with arms to be thrown back at us and our children—as the scrap we so obligingly furnished to Japan was thrown back at us at Pearl Harbor.

In the face of these facts it is my fundamental premise that the U.S. cannot afford to allow Communism to sweep Asia. Regardless of the cost, we must take effective positive action now to see that its present advance is halted. The alternative cannot be faced. A fully Sovietized Asia and western Pacific would represent a disturbance of the present precarious balance of strength between the Western and the Eastern worlds so decisive that the effect would be to precipitate almost immediately a world conflict which might well destroy civilization. In the face of such a situation we would have no choice of action and policy except the instinctive reactions of survival. Today we still have a limited choice, we still have time to decide on and execute a policy of positive action which may yet avert the ultimate catastrophe.

The fallacy of "Chinese absorption"

THE theory that the Chinese Communists may some day break with Moscow is at least interesting enough to be worth discussing. I cannot say the same for the even more prevalent theory that the Chinese Communists "never can organize China," will be "absorbed" by the Chinese, and so on. Since the time of Christ, China has been ruthlessly "organized," just to name the high spots, by the first and second Han dynasties, the Tang dynasty, the Sung dynasty,

the Yuan dynasty, the Ming dynasty and the Manchu dynasty. Every one of these great ruling systems eventually decayed under the corrupting influence of absolute power. That is what is meant by Chinese absorption. The average period before full decay set in was about 200 years each. In 200 years we won't be here to benefit by what happens to the Chinese Communists, who have more resources for organizing the Chinese—in arms, in transport, communication and experience with modern police-state techniques—than any of their imperial predecessors. The "morass" theory will not work when applied to a conqueror with modern techniques of coercion. Theoretically Russia was to be the morass that would destroy Hitler, but enormous outside efforts had to be made by Russia's allies before the morass could be made to stop Hitler.

The question is whether there is anything we can still do. My answer to this is emphatically, "Yes." There is a great deal that we can do and much that we can work with. Some defeatists didn't believe that the Flying Tigers had a chance against the Japanese in 1941.

Communism is foreign domination

THE Chinese do not like Communism. It is opposed to their deepest traditions and threatens the values that they have been brought up to revere most. They recognize and hate it as a form of foreign domination. Given a chance they will fight it and fight it valiantly.

Opposition to the Communists has been coming increasingly and is now predominantly from provincial and other local leaders. These local regimes vary in their effectiveness, strength and the enlightenment of their government. Where they are effective, however, there is genuine popular support for resistance to Communist conquest.

The key to future effective resistance is west and south China. A vast belt of land, about a third of the Chinese nation, and 150 million people still remain outside the Iron Curtain. That tremendous area encompassing nine provinces is shown on the map opposite, and three of its leaders in the small pictures below. This area is substantially what was Free China during the war against the Japanese. It is a base adequate to liberate all China in the end. These people are willing, indeed anxious, to fight if provided with the minimum of aid.

For supplies there are still available vast stock piles of arms and material lying in the Philippines and Pacific bases. With these a new Chinese resistance may yet be armed. We cannot justify our failure to defend our most vital defensive positions on the grounds that there is nothing with which we can fight. The thing lacking in China is a reasonable hope of defensive victory to give the will to resist. This we can create.

In any future program of aid to China our problem will simply be to see to it that there is adequate supervision by our own men to make sure that we get what we are paying for. The Chinese will not resent this or refuse to cooperate. I must emphasize that these areas of resistance must be such both in the military sense and in the sense that they offer ideological resistance and competition to Communism. They must be sufficiently progressive and enlightened both politically and economically that the people of China and of all Asia can have living proof that democracy can meet their material, political and spiritual aspirations better than can Communism. We must insist that the necessary policies and reforms are carried out to make certain that this will be true.

I know what I do not know. I do not venture to figure the cost of this necessary defensive reconstruction and ideological work in that part of China we can still save from the military conquest. I do venture to think I know what it would cost to hold the yet unconquered part of China against military conquest by the Communists until events are clearer as to the general course of our world struggle with Communism and a more permanent Far Eastern policy.

I appreciate my limitations: I am only a soldier. But I do say to those who thus criticize me that they do not understand their own limitations. When you are trying to defend liberty against conquerors, particularly in Asia, there is no avoiding the necessity of using affirmative force. No conqueror from Genghis Khan to Napoleon to Hitler ever just burned out or stuck in a morass or was stopped by ideas alone. In addition to the imponderable operation of the forces of what we call truth, somebody just had to break him. And all kinds of abilities are needed to stop this most cunning conqueror of all time.

We can only protect our nation's security in this crisis by taking positive and decisive action. There is no time to be lost in developing and implementing a program for action. We have today in China a highly fluid situation in which there is still room to maneuver, in which we can act to our advantage. That will not be true for very long. We cannot afford to wait "for the dust to settle." If we wait for that, the dust of a supreme disaster will have settled on us.



THE NORTHWEST



MA OF TSINGHAI

China's far northwest is vast and remote, but three of its provinces (Ningsia, Kansu, Tsinghai) block the historic trade route between central China and the Soviet Union. The top military leader of the northwest is a bearded Chinese Moslem, General Ma Pu-fang (*left*), the efficient governor of Tsinghai and Nationalist commander for the entire area. He controls a tough army of about 200,000 men and has kept the Communists out of the northwest. In 25 years Ma's personal forces have never lost a fight with the Reds. Last year they claimed that they wiped out 30,000 in one battle. But Tsinghai has no arsenal, and Ma badly needs military supplies. Ma's men now use at least five types of rifles—Japanese, American, Chinese and Chinese copies of Czech and German models. His ammunition problem is critically complicated and must be improved if he is to continue holding the northwest bastion against the growing strength of the Red army.

THE CENTRAL WEST



SZECHWAN'S CHANG

In the west central highlands of China is a single province that is bigger than all of Germany. It is Szechwan. Its population of 46 million exceeds France's. It is free and with help can continue to be free. Szechwan is a great basin, well protected by rugged mountain barriers which have balked invaders since ancient times. The Japanese army never could enter the province. Szechwan's guiding political force is Chang Chun (*above*), former premier of China. The province has tremendous resources in manpower, food and minerals including gold, coal, iron and lead. If furnished relatively small amounts of arms and economic aid (such as machinery), Chang Chun's Szechwan could hold the west central line in China almost indefinitely. Its heroic city Chungking, which was China's wartime capital, symbolizes resistance. And adjoining Szechwan on the southwest, at the wartime terminus of the Burma Road, lies still another impregnable province, Yunnan.

THE SOUTHWEST



PAI OF KWANGSI

Under the leadership of a sturdy Chinese Mohammedan general named Pai Chung-hsi (*left*) and his long-time partner, China's Acting President Li Tsung-jen, the southwest province of Kwangsi alone could still easily supply 500,000 troops to fight the Communist army. But these troops would require new weapons, and Kwangsi—not so rich a province as Szechwan—would need economic aid to support its defense program. Kwangsi's population exceeds 14 million—more than the three U.S. Pacific coast states together. Its freedom-loving, warrior people fought heroically for eight years against Japan. In Kwangsi there remains a deep well of friendship for China's American allies of that war. If Kwangsi falls, it will be through the failure of the U.S. to send aid while aid still counts. This aid would not save Kwangsi alone. Around it are Kweichow, Hunan and Kwangtung—all parts of the broad belt of free China which need not be lost.



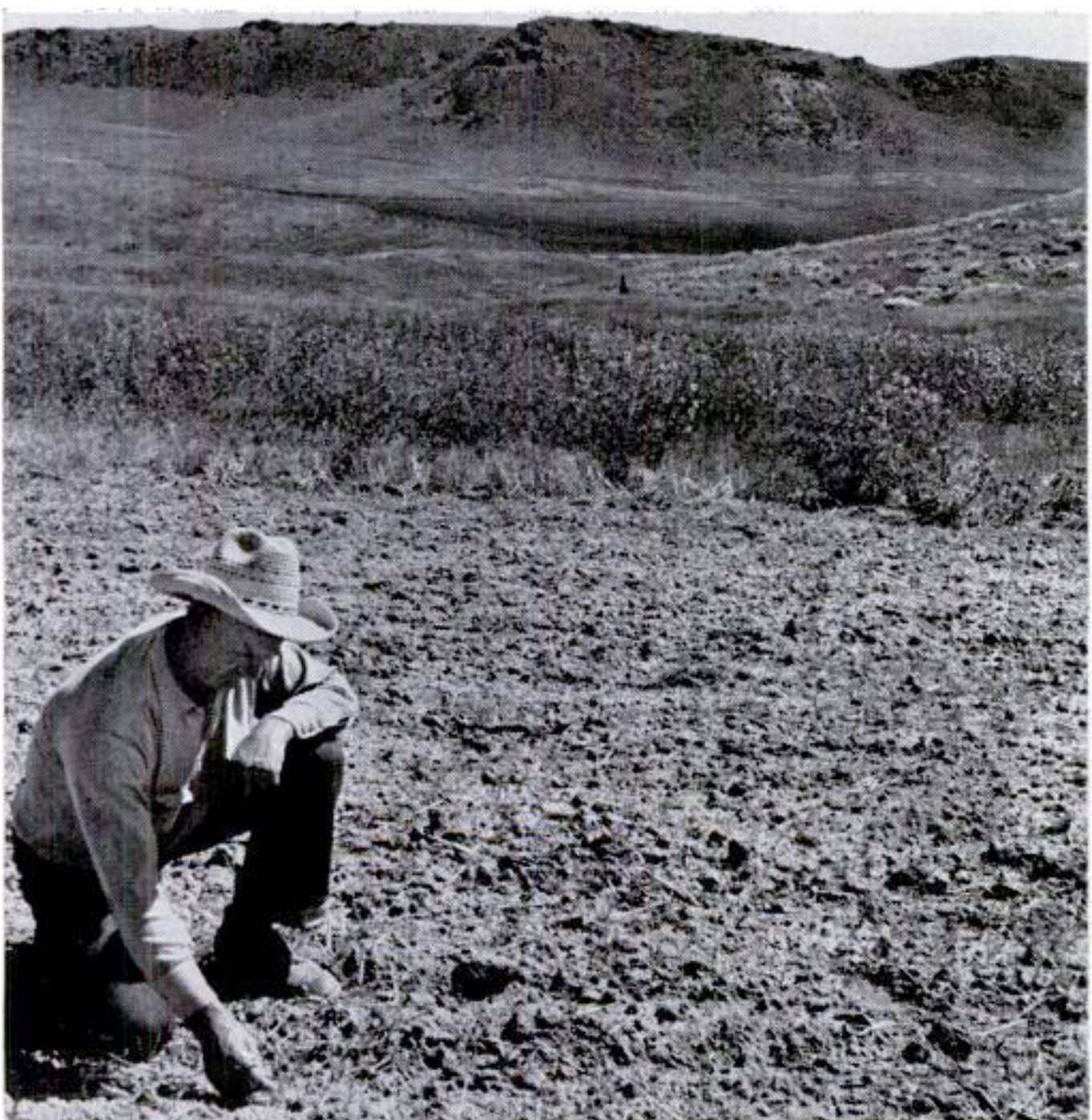


GOVERNMENT ENTOMOLOGIST collects more insects on shirt than in net, with which he makes "sweeps" to determine number of insects per acre.

GRASSHOPPER PLAGUE

Western farmers fight worst invasion since 1940

As the summer warmed their eggs, billions of grasshoppers hatched and began to devour crops and range grasses. The plague was the worst since 1940; swarms appeared from Illinois to California. In the hardest hit areas—the ranges of Nevada and Wyoming where the grasshopper count was as high as 300 per square yard—ranchers and farmers fought them on foot and in airplanes, spreading tons of poisoned bran. But it was an uphill fight. Millions of acres of pastureland had already been heavily damaged—which could be reflected next winter in the price of meat—and some alarmists thought the insects were on their destructive way toward the all-time damage record (\$102 million) of 1936.



DEVASTATED WHEAT FIELD is examined by a rancher near Buffalo, Wyo. Grasshoppers chewed clean swath, ignoring vegetation in background.

←**AN ARMY OF GRASSHOPPERS SWARMS ACROSS A PATH IN NEVADA**



SCATTERING POISONED BRAN, a DC-3 swoops low over pastureland in Wyoming. Bran resembles ordinary breakfast cereal, is coated with chlordane, toxaphene or sodium fluosilicate.



KNEE-DEEP in a mass of crawling and low-flying insects, Nevadans check the damage on the range. In thickly infested areas, the clouds of grasshoppers make a noise like an express train.



ON THE MAIN STREET OF JACKSON, MICHIGANDERS ROLL UP FOUR 780-FOOT PETITIONS ADDRESSED TO THE PRESIDENT AND THEIR REPRESENTATIVES IN CONGRESS

SUPPORT FOR HOOVER

Michigan newspaper readers start
a flood of letters to Washington

On June 16 Congress authorized the President to reform the big sprawling U.S. Government as recommended by the Hoover Commission (LIFE, Feb. 14). On June 20 he sent Congress his first proposals. But many citizens fear that neither he nor Congress will seriously take up the task of reducing the cost of government and making it more efficient. Therefore the *Citizen Patriot* of Jackson, Mich. got busy. It printed thousands of unsigned letters reading, "Because I believe that billions can

be saved by putting the recommendations into effect . . . I urge that you carry out this program."

This struck such a responsive chord among *Citizen Patriot* readers that they signed 18,000 letters to the President, their senators and their representative (above). Pasted to strips of paper, they stretched for 780 feet up Jackson's main street. The *Citizen Patriot* happily sent them to Washington while other newspapers throughout the country (15 by latest count) began to do the same thing.



CAMPBELL'S CHICKEN SOUP WITH RICE

Just as sure as you like chicken, you'll like Campbell's Chicken Soup! In the slow-simmered golden broth are fluffy rice and delicious pieces of chicken generously added. Try it in this simple summer menu:

Campbell's Chicken with rice Soup
Crackers Tossed Salad
Sponge Cake and
Fresh Sliced Peaches

SERVE SOUP AS YOUR ONE HOT DISH



and
Snap your fingers
at Stove-time!

CAMPBELL'S SCOTCH BROTH

Here's a hearty, stick-to-the-ribs soup of meat and vegetables, full of flavor and nourishment! Lots of tender pieces of mutton, and plenty of good barley. Serve it in this appetizing menu:

Campbell's Scotch Broth
Pimiento Cheese Sandwich
Radishes Sweet Pickles
Cantaloupe

CAMPBELL'S TOMATO SOUP

"The soup most folks like best!" Made to a matchless recipe... luscious red tomatoes, grown from special seed; fine table butter; and just a whisper of seasoning. For a delicious lunch or supper:

Campbell's Tomato Soup
Deviled Eggs Stuffed Celery
Sliced Ham Potato Chips
Fresh Raspberries



In each cool summer meal include one hot dish. The meal tastes better... and is better. Good, nourishing soup is ideal for this... delicious, and *easy*! It takes almost no time to fix... you and your kitchen stay *cool*. With the soup have salad or sandwiches, dessert—and there you are! Try these tempting summer menus.

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL



When summer heat waves come to town
I'm fresh and chipper-looking.
The weather never gets me down,
For Campbell's does my cooking!



ALL AMERICA'S TALKING ABOUT **RCA VICTOR'S** AMAZING NEW 45 RPM SYSTEM

First record and changer ever
designed to work together...

YOU WON'T BELIEVE YOUR EYES!

A system streamlined in size and cost, thrilling in performance! A tiny translucent record only 7 inches across that can play more than 5 minutes on a side! An astonishing new changer that works from *inside* the spindle... changes *noiselessly, instantaneously*... plays as many as ten sides with only one touch of a button! And it plays anything you select, for all types of music are now on the same size records. They all fit into your ordinary bookcase shelf... 18 albums or nearly 150 single records to the foot!



YOU WON'T BELIEVE YOUR EARS!

Now, for the first time, you hear true "live-talent" quality on records! As the diagram shows, all records can have a "quality zone" where music is undistorted. But toward the center is a "distortion zone" where music loses clarity and brilliance. Now, however, a new speed, size, pickup and groove-system are all combined in the new 45 rpm records to place *all* the music in the distortion-free "quality zone." This has *never* been achieved before—never before such clarity, depth and brilliance on records! And there is *virtually no surface noise*!



NOW... FIRST TRUE "LIVE-TALENT" QUALITY!

... and all you need to enjoy it through your present set is this tiny plug-in player. Has *world's fastest changer*. Many find it fits right into their desk drawer or console storage

compartment. With improved "Silent Sapphire" permanent-point jewel pickup. Deep maroon plastic cabinet. The RCA Victor 9-JY. AC. Only **\$24⁹⁵***



Less than 10 inches square... a complete phonograph with unbelievably full tone and volume! Handy to move from room to room. New pickup is *3 times lighter*—only 1/4 ounce pressure on records. Maroon cabinet. The 9-EY-3. AC. **\$39⁹⁵***



A masterpiece of compactness with two record changers... for your present records, *and* your new, finer 45 rpm collection! Room for 18 new albums plus 20 conventional albums. Finished in mahogany or walnut. (Modern blond slightly more.) It's the RCA Victor 9-W-105. AC. **\$269⁵⁰***

YOU WON'T BELIEVE THE PRICE!

Only 95¢* for the new Red Seal records! Only 65¢* for all others! Improved, simpler changer-design has brought instrument prices down, too. *More economy*: the new non-breakable Vinylite records actually wear up to 10 times longer than conventional records. Unique "surface-saver" shoulders protect the playing surfaces while records are stacked or stored away. Playing surfaces don't touch. *Truly—better music for more people at low cost!*

Red Seal Records 95¢*
All Others Only 65¢*

QUICK COLOR IDENTIFICATION!

It's a unique new "easy identification" system! A different color for each type of music makes records easier to select and store away... more fun to play. *They all fit in ordinary bookshelves.* A superb collection of all-time favorites is now ready to choose from at your dealer's, and now the *new releases*, too!



"78's" too! If you own a conventional player you can still enjoy a full selection of RCA Victor recordings. *All new releases, Red Seal and popular, will also be issued for the 78 rpm system.*

*All prices shown are subject to change without notice. Record prices do not include Federal Excise or local taxes.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA
WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION



LIFE

CONGRATULATES...



PERCY HODGSON

The president of a textile mill in Pawtucket, R.I. was elected head of Rotary International, world's biggest luncheon and service club: 327,000 members in 81 countries.



CLYDE HARRIS

In Germany's Hohenzollern Castle last week an Amarillo, Texas interior decorator married Princess Cecilia of Prussia. At the reception (*above*) Amarillo's ex-Mayor Lawrence Hagy toasted the couple as the bridegroom stood beside his mother-in-law. Father of the bride: ex-Crown Prince Wilhelm of Germany, 67, the butt of Allied cartoonists during World War I.



J. HUGH JACKSON

The dean of the graduate business school at Stanford, he was elected president of Kiwanis International, which has 3,000 clubs and 200,000 members, mostly in the U.S.



WILLIAM GRIFFIN AND LEWIS DOUGLAS

Ambassador Douglas, his eye nearly well after a fishing accident, helped open Concord House, expansion of London's English-Speaking Union, with Mr. Griffin, E.S.U.'s president in the U.S., who plans to visit 18 branches in Britain.



LOUIS ST. LAURENT

Canada's prime minister, appointed in 1948 on Mackenzie King's retirement, stumped 20,000 miles speaking in city and village, last week won the election in his own right. His Liberal party also won the biggest majority in its history.



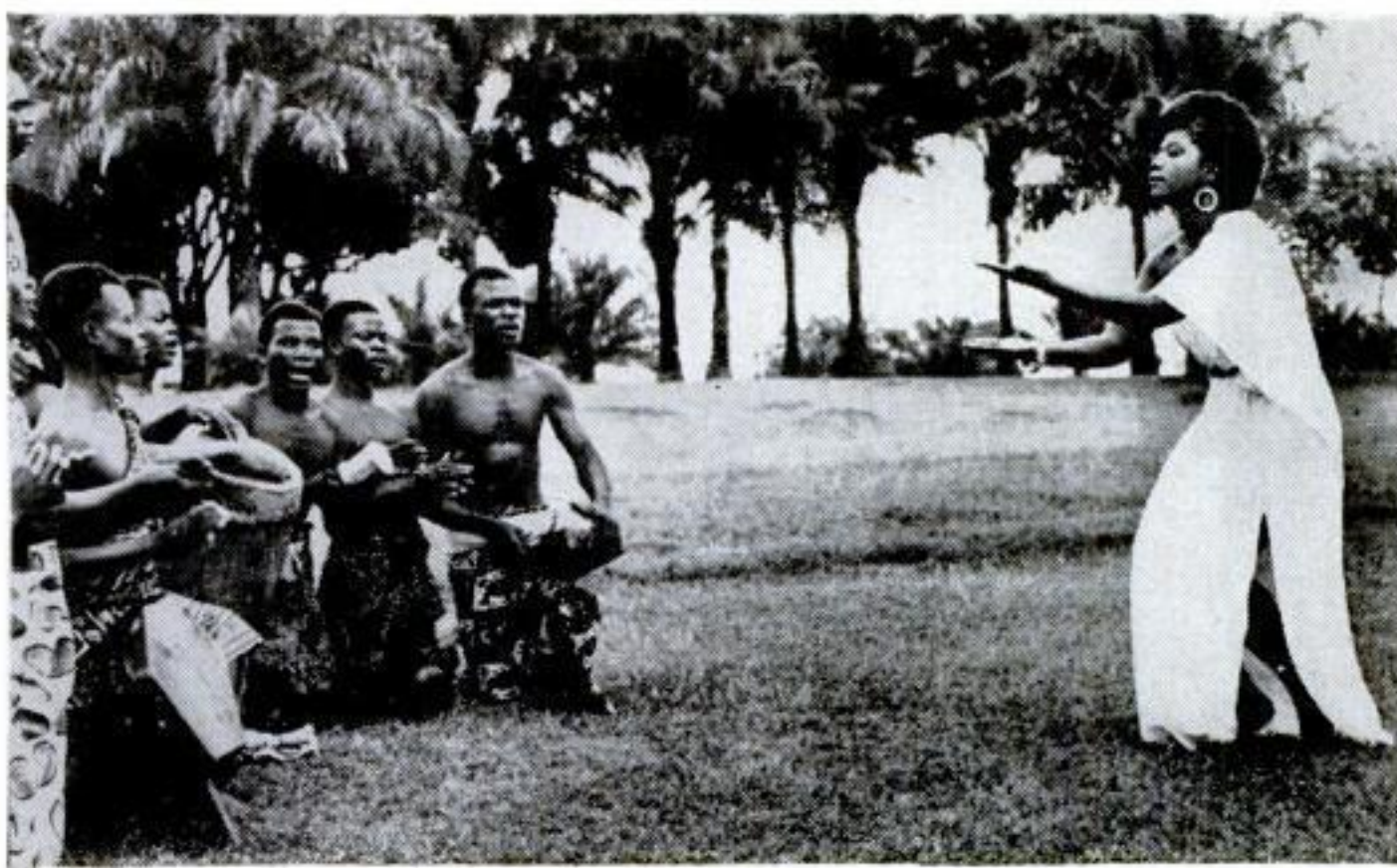
MRS. ALBERT LASKER

A patroness of medical research in many fields, she showed up at the Stork Club last week in distinguished company: Sir Arthur Fleming, discoverer of penicillin, who is visiting the U.S. At center: Stork Club Host Sherman Billingsley.



JOHN HEMINGWAY

The 26-year-old nonwriting son of Novelist Ernest Hemingway was married last week in Paris to Byra Whittlesey Whitlock, the widow of a World War II Army officer.



PEARL PRIMUS

The famous specialist in tribal dances was going right to the source of them last week. Miss Primus, a Julius Rosenwald scholar, is traveling through the Belgian Congo gathering material for a doctor's degree from Columbia University. In this picture she is practicing one of the dances to the accompaniment of native music and before the critical eyes of a Congo tribe.



CLAIRE GIANNINI HOFFMAN

Once secretary to her late father, A. P. Giannini, she replaced him as a director of the Bank of America. Said her brother, the president, "She is a good business woman."



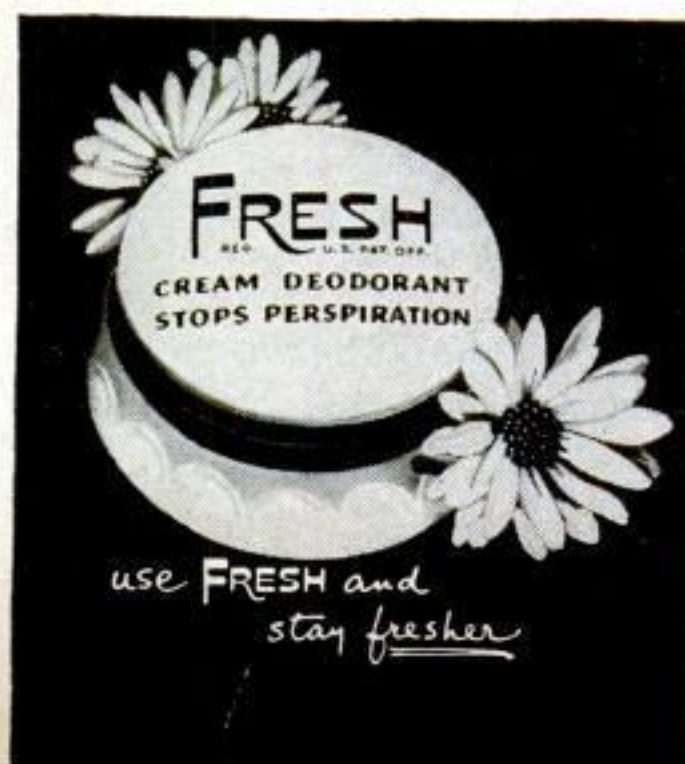
Are you really *Lovely to Love?*

try the test below

Have you ever wondered if you are as lovely as you could be—are you completely sure of your charm? Your deodorant can be the difference... and you will never know how lovely you *can* be until you use FRESH.

FRESH is so completely effective, yet so easy and pleasant to use... Different from any deodorant you have ever tried. Prove this to yourself with the free jar of creamy, smooth FRESH we will send you.

Test it. Write to FRESH, Chrysler Building, New York, for your free jar.

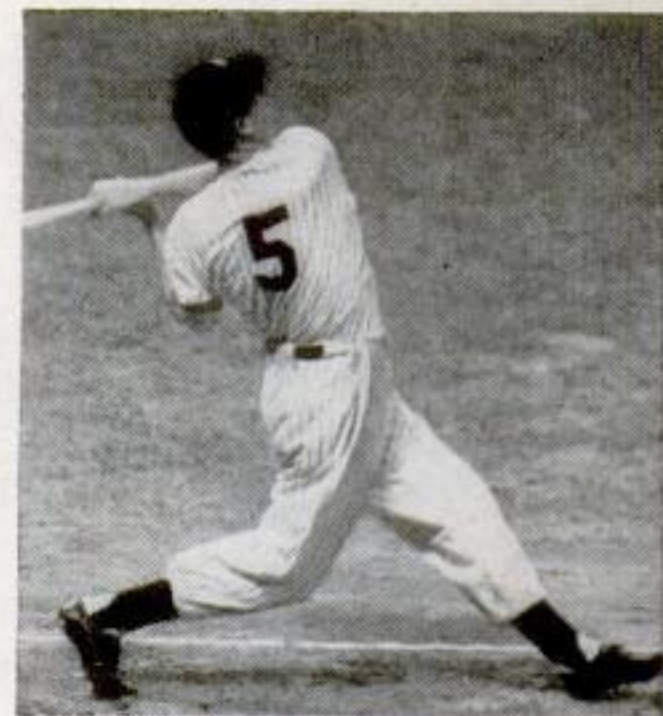


LIFE CONGRATULATES CONTINUED



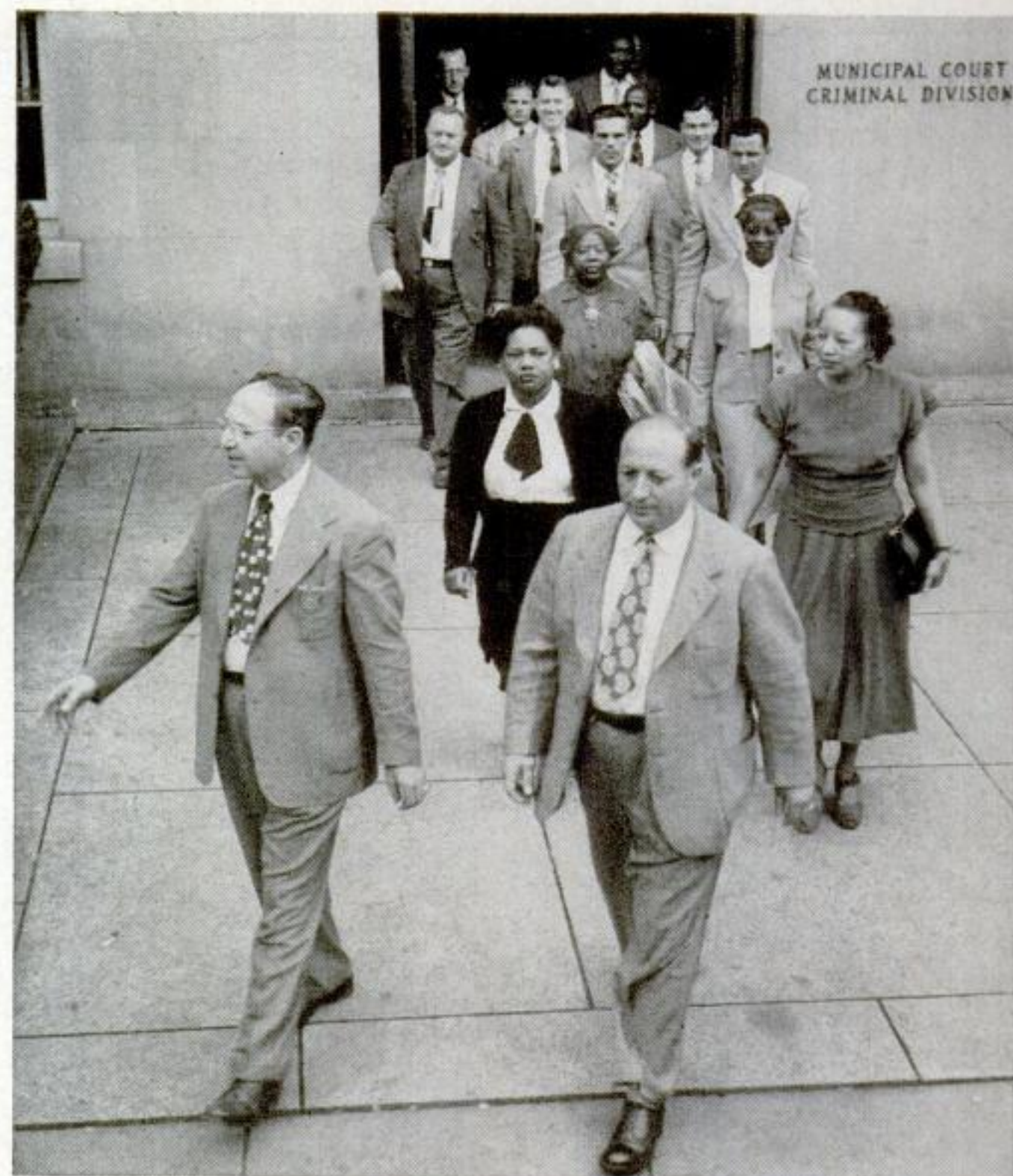
TED SCHROEDER

The 27-year-old Californian beat the Czechs' Jaroslav Drobny, won the Wimbledon championship last week for the first time. The U.S. swept all but the mixed doubles.



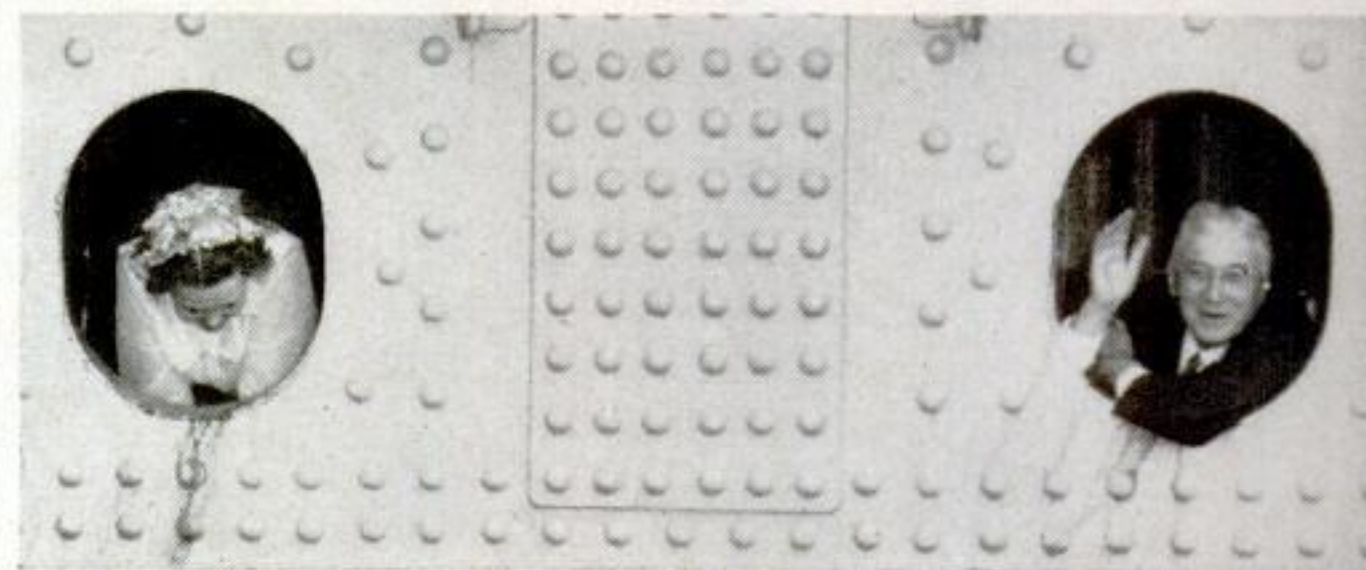
JOE DiMAGGIO

Lame all season, he took up his bat last week and began to earn his \$100,000 salary. Result: four homers in three days, the margin of three straight Yankee victories.



THE COPLON JURY

The eight men and four women (six Negro, six white) are led out of court in Washington by a U.S. marshal (left) after a grueling job well done. Despite efforts by Defense Lawyer Archie Palmer to turn the trial into a circus, despite the defendant's acting during 36 sweltering days, they were able to separate sense from nonsense. Verdict: guilty.



BERNARD BARUCH

Reached by shore-to-ship phone 6½ hours after he had waved a farewell with his nurse (above) from the Queen Elizabeth, the 78-year-old U.S. elder statesman had the last word in his public argument with President Truman over a war mobilization plan, and he stuck to his guns: "I hope the President is better informed on other matters. . . . He is a man of intelligence . . . but he has been badly informed himself. Maybe that accounts for some of the errors in his administration."

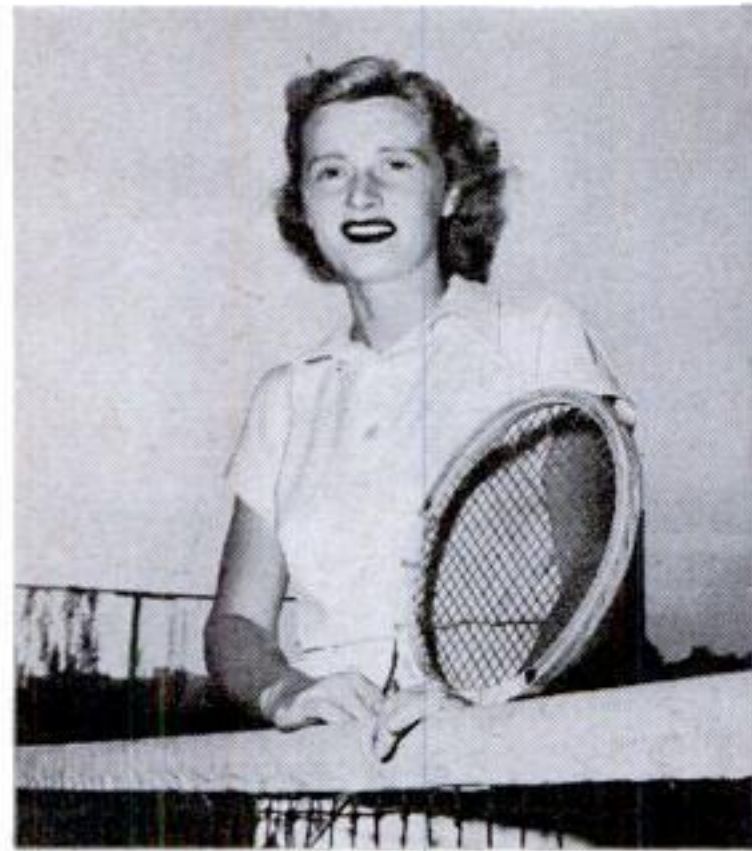
THE SECRET OF SLIM, TRIM SUMMER FIGURES IS INVISIBLE PLAYTEX® PANTY GIRDLE



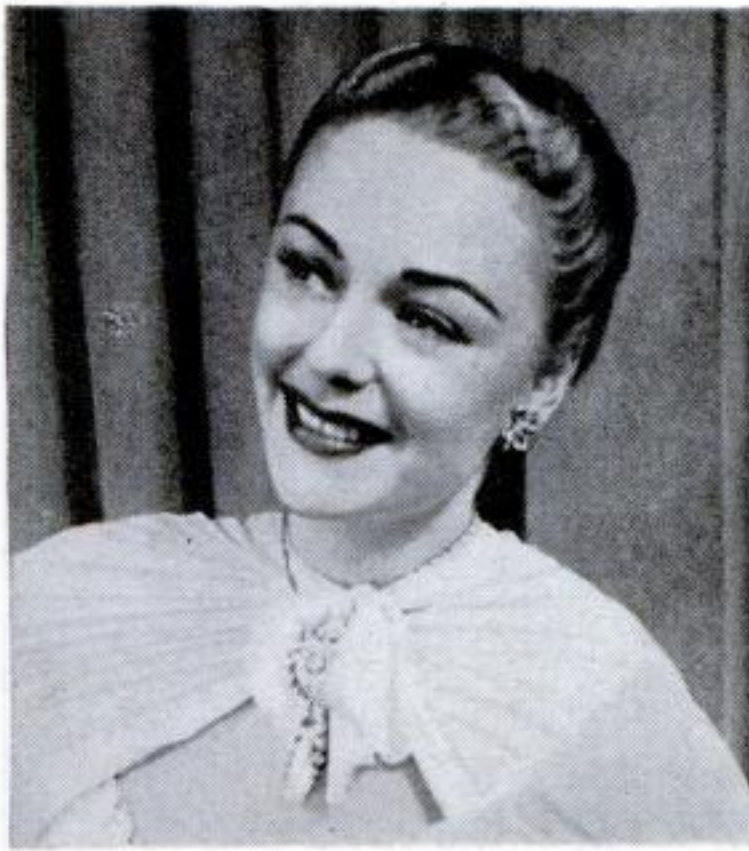
MILDRED O'DONNELL, famous diving and swimming champion: "PLAYTEX is invisible under *all* clothes, from bathing suits to new summer fashions!"

To slim and trim their summer figures—more and more women are wearing the revolutionary new PLAYTEX PANTY GIRDLE under bathing suits, slacks, shorts—all summer fashions. For PLAYTEX combines amazing figure-slimming power with complete comfort and freedom of action—it's actually invisible under the sleekest clothes, the sheerest fabrics.

PLAYTEX is one cool, figure-slimming piece of pure liquid latex that fits like a second skin. It hasn't a single seam, stitch or bone, and it holds its perfect shape always. You'll wash PLAYTEX in 10 quick seconds, pat it dry with a towel. And women insist that, if you wear PLAYTEX faithfully, the next PLAYTEX you buy will probably be a size smaller.



PAULINE BETZ, 4-times National Woman's Tennis Champion: "PLAYTEX allows complete freedom of action yet it keeps curves where they belong."



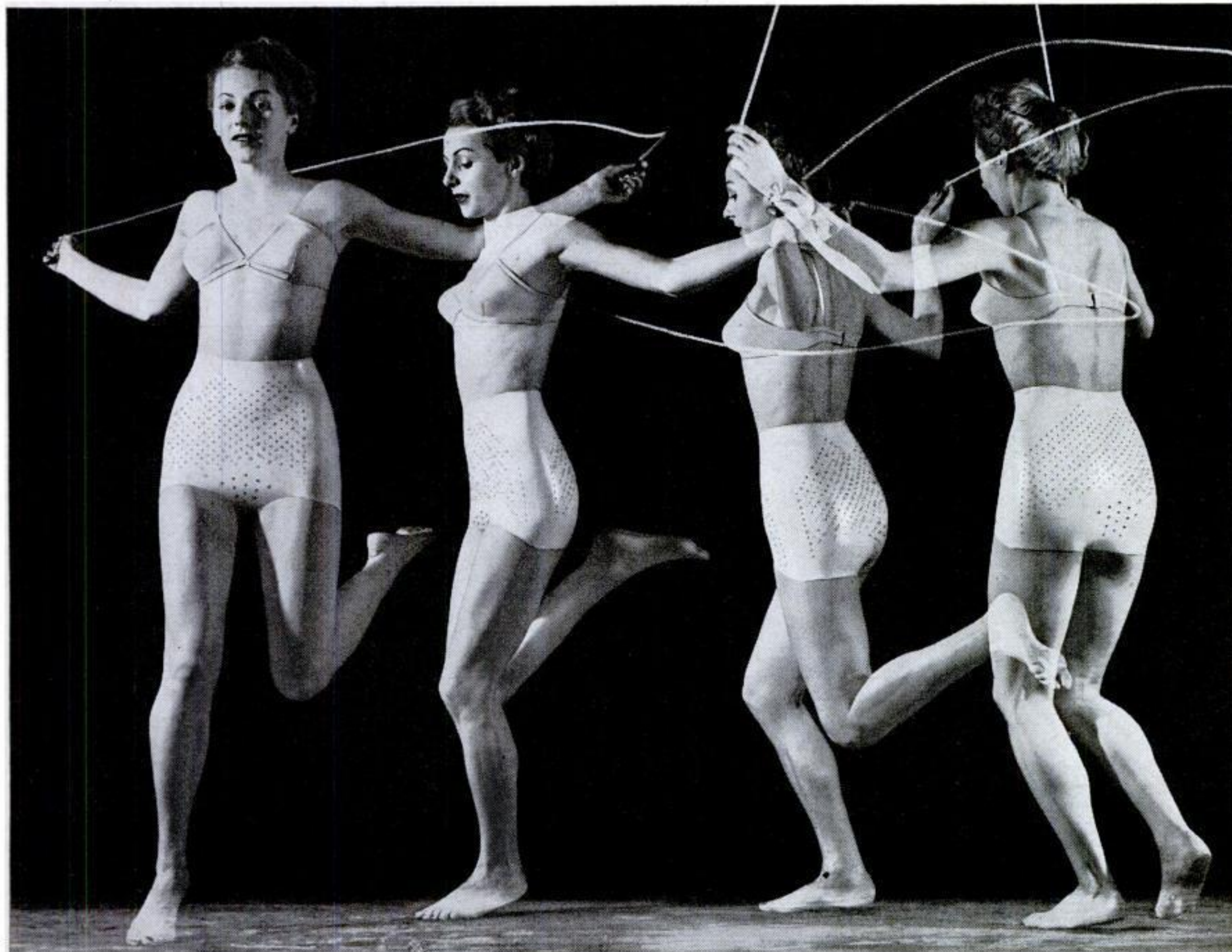
VIRGINIA FIELD, star of stage and screen, chosen one of The Best Dressed Women of 1949: "PLAYTEX takes *inches* off, makes all clothes look so much nicer!"



SONJA HENIE, star of 1949 Hollywood Ice Revue: "PLAYTEX is my idea of the perfect girdle! It's so completely comfortable in action."



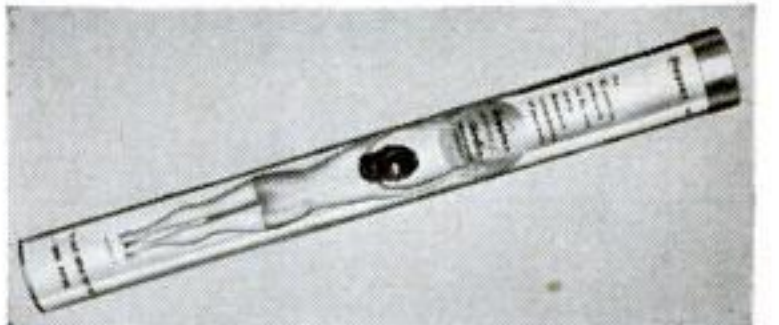
MARGARET PHELAN, lovely singer, chosen one of The Best Dressed Women of 1949: "PLAYTEX slims and trims where it *counts*, and it holds its shape always."



MIRACULOUS "ACTION-FIT" OF PLAYTEX PANTY GIRDLE MAKES IT ABSOLUTELY INVISIBLE UNDER SLIMMEST SUMMER CLOTHES.



LILLY DACHE, famous designer of hats and clothes: "PLAYTEX is *the* way to a fashionable figure. It makes any dress look better, whether light and gossamer, or sleek and clinging."



IN SLIM, SILVERY TUBES, PLAYTEX Panty Girdles are on sale at leading department stores and specialty shops, coast to coast. Blossom Pink, Heavenly Blue, Gardenia White. Extra small, small, medium, and large.....\$3.50
PLAYTEX Panty Girdle with garters...\$3.95
PLAYTEX Garter Girdles.....\$3.95
Extra large PLAYTEX Garter Girdles...\$4.95

INTERNATIONAL LATEX CORP.
PLAYTEX PARK, DOVER, DELAWARE © 1949

New Low Price

on the newest model

HOOVER CLEANER

only **49⁹⁵**
and your
old cleaner

Prices slightly higher in Canada.

It's the newest model Hoover . . . it's the handiest cleaner in America . . . and, lady, lady, how easy it is to own at this new low price.

Think of it! A real Triple-Action Hoover—it beats, as it sweeps, as it cleans—big enough for your weekly house cleaning, light enough for that last-minute pickup job. Cleaning tools available at slight extra cost.

EASY MONTHLY PAYMENTS, TOO

Why wait any longer for the Hoover you have always wanted? Call your Hoover dealer now for a free home showing.

Two other models of Hoover's famous Triple-Action cleaner, and Hoover's powerful cylinder cleaner also available.

THE HOOVER COMPANY, North Canton, Ohio
Hamilton, Ontario, Canada; Perivale, England



Model 115

GLACIER EXPEDITION

AIR-SUPPLIED EXPLORERS LIVE ON ICY WASTE OF SEWARD GLACIER TO FIND OUT WHY ARCTIC AREAS HAVE BEEN GROWING WARMER



PARTY'S PLANE DROPPED TWO TONS OF SUPPLIES



ALUMINUM ANTISUNBURN PAINT IS TESTED BY MEDICAL STUDENT BRUCE-ROBERTSON, WHO ACTED AS GROUP'S DOCTOR. BEHIND HIM IS MT. VANCOUVER

In the midst of 750 square miles of ice, 20 men and one woman recently spent eight weeks trying to find out why most of the world's glaciers are shrinking and why arctic temperatures have risen one to two degrees in 20 years—the biggest climate change in two centuries. The expedition, led by Colonel Walter A. Wood of New York (the lone woman was Mrs. Wood) and sponsored by the Arctic Institute of North America, received all its supplies by air at its camp on Seward Glacier near Alaska-Canada border. The members built a metal hut from parts dropped by parachute, set up a weather station and used rope ladders to descend into 90-foot-deep crevasses. With hot steel rods they

bored into the ice for temperature readings and took depth soundings by radar. In the stratified ice layers that tell the glacier's history they found evidence they hope will indicate whether or not the world is in for a cycle of warm weather. Before leaving, three of the men tried to top 15,700-foot Mt. Vancouver, North America's highest unclimbed peak, but turned back at 13,000 feet when one discovered he had broken a rib in the expedition plane's crash the day before. In spite of the crash (*next page*), which nearly marooned them on the barren ice field, everyone had fun and the scientists were so fascinated by the glacier that most of them are already on their way back for further studies.



RED CHUTE MADE DROPS EASY TO FIND ON SNOW

CONTINUED ON NEXT PAGE



STRANGE ICE COLUMNS were discovered in firn (mixed ice and snow) of glacier's surface and named firn pipes. Yellow dye marks them for further study.

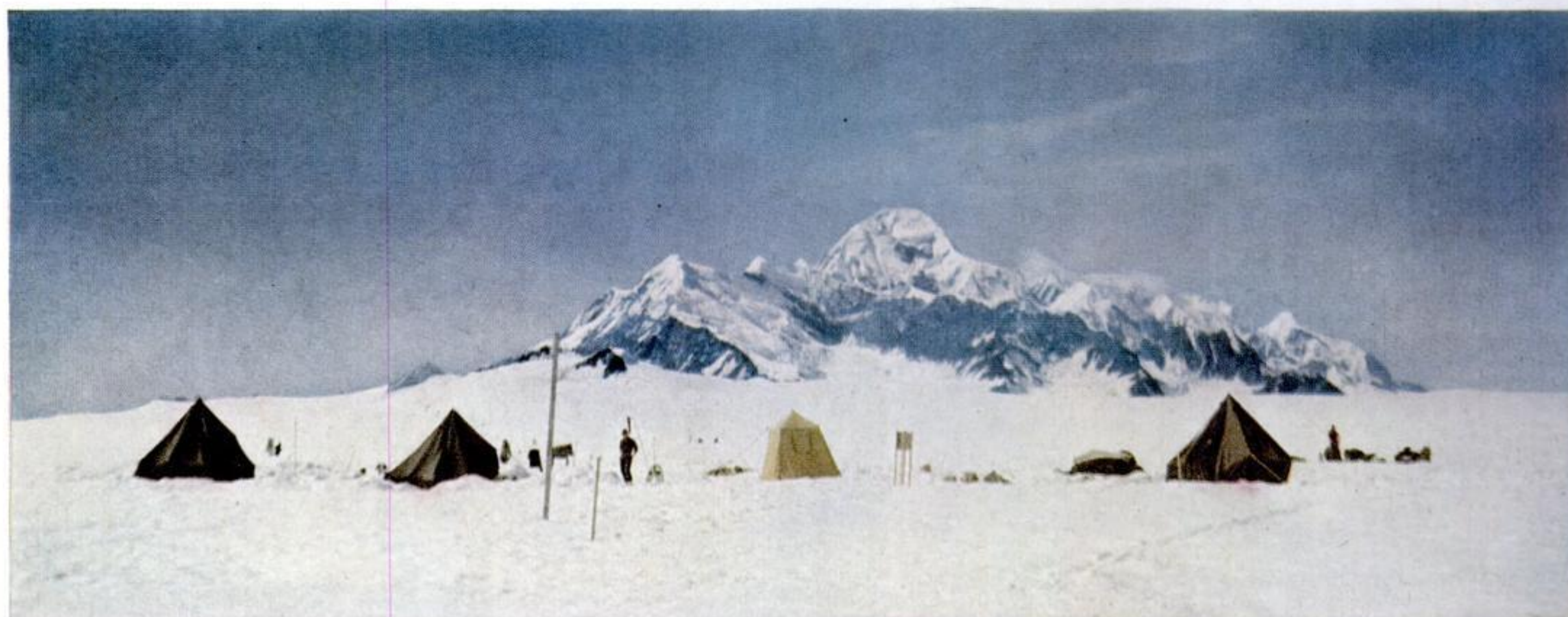
SEWARD GLACIER CONTINUED



PLANE CRASHED in soft snow on 20th landing, damaging propeller, struts, combination ski-wheels. Improvised repairs got it in air, saved party a long walk.



METAL-AND-WOOD HUT erected on rock outcrop became first permanent U.S.-Canadian glacial research station. It was flown in in 45 separate packages.



ISOLATED CAMP on desolate ice field was 55 miles from Yakutat, Alaska, from which supplies were flown in. The expedition lived in tents until the hut was

completed. Though it looks closer, 14,070-foot Mt. Augusta (*background*) which marks the Alaska-Yukon Territory border is actually 20 miles west of the camp.

AT BOTTOM OF CREVASSE FALLING ICICLES WERE HAZARD →



"They Had Me Over a Barrel!"



**7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES**

3 Post's Toasties	1 Grape-Nuts
2 Grape-Nuts Flakes	1 Raisin Bran
1 40% Bran Flakes	1 Rice Toasties
1 Nabisco Shredded Wheat	



"My family really had me over a barrel the day they walked out on me and went to a diner for breakfast. But when they came back with glowing tales about each having a different cereal—I saw the light! Next day, Post-Tens—the cereal assortment that has all 7 cereal favorites—appeared on my breakfast table. Now Jimmie can have his particular favorites—Grape-Nuts and Raisin Bran—as often as he pleases and Sue can suit her changeable tastes with a different cereal every day in the week. What's more, Post-Tens introduced us to stay-crisp Grape-Nuts—the quick energy cereal treat!"

"Rarin' to GO? Sure as Shootin'! We're a B.E.B.* Family!"



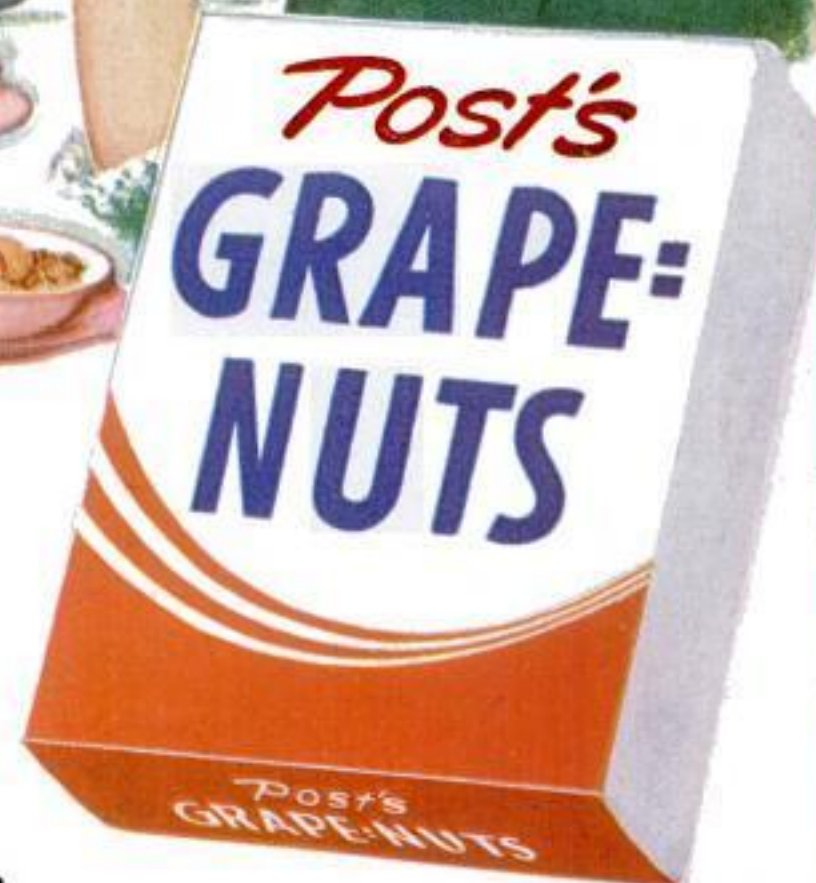
Off to work or play, get a LIVELY start—stay LIVELY all morning—with a Basic Energy Breakfast (that's B. E. B.). Yes, food experts advise a Basic Energy Breakfast consisting of: (1) Fruit or juice; (2) Cereal

with cream or milk and sugar; (3) Buttered toast, and beverage. And how much you'll enjoy taking the food experts' advice when you make delicious and nourishing Grape-Nuts the heart of your B. E. B.

One bowlful with milk and sugar gives you more food value than a strip of bacon and an egg! So get a package of stay-crisp Grape-Nuts—today. Give yourself a new taste treat—and start getting your B. E. B.!

GRAPE-NUTS the Heart of your B.E.B.

*(BASIC ENERGY BREAKFAST)



Products of
General Foods



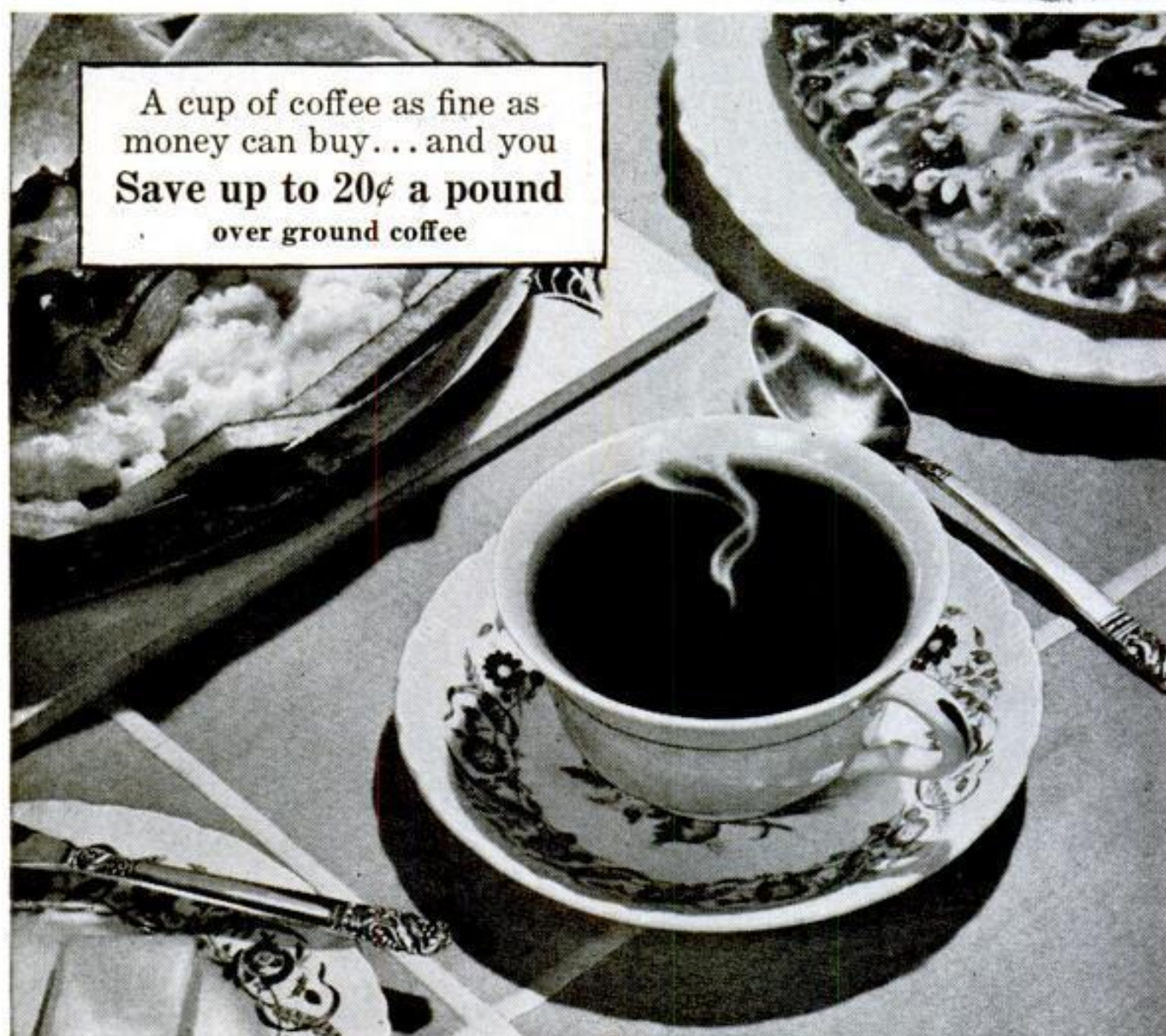
LOOK, MA, NO PANTS

Slip stream strips sliding stunter

French Movie Actor Roland Toutain's spare-time antics have earned him the nickname "King of the Daredevils." When he clambered aboard a light monoplane at Meaux Airport outside Paris recently, he planned to do only some practice wing-walking—a new stunt for him—for an upcoming air circus. High over the airport on the wing, how-

ever, he ran into unexpected trouble. In a performance which Harold Lloyd might envy, he slipped twice, just saving himself. The second time down he tore the buttons off his trousers. Struggling to his feet, he presented a picture of spectacular embarrassment (*above*) as the slip stream inexorably stripped him down to his black, G-string trunks.

"We first used it while touring in our car," writes Mrs. Charles Edholm, Lincoln, Nebraska. "During the trip, my husband, who's a particular coffee drinker, kept raving about how good Instant Chase & Sanborn was. Ever since, this wonderful coffee has been the only coffee we use—for breakfast and all meals."



A cup of coffee as fine as money can buy... and you Save up to 20¢ a pound over ground coffee

Now...thousands prefer this new Instant as their

Breakfast Coffee!

Always delicious, clear, fresh! And so easy—compared to the "old-fashioned" way!

It's happening all over America! Folks everywhere discovering what a marvelous cup Instant Chase & Sanborn makes. Folks using it first for convenience, perhaps... or for an "occasional" cup—liking it so much they prefer it *even for breakfast*.

Easy to see why Instant Chase & Sanborn is creating a sensation in coffee-making. For it makes a perfect cup every time... without all the fuss of the "old-fashioned" way.

Even more, Instant Chase & Sanborn saves up to 20¢ a pound over ground coffee! No wonder it has actually doubled in popularity in the past year alone!

Why put up with messy coffee grounds and old-style coffee-making methods? Enjoy rich, flavorful coffee made the fast, modern way—with Instant Chase & Sanborn.

Enjoy Instant Chase & Sanborn at meals or anytime you drink coffee.

Made by the makers of famous Chase & Sanborn Coffee... Fine coffee roasters since 1864.



ONE

Use one rounded tea-spoon per cup (more or less according to strength desired).



TWO Add hot water. Stir until dissolved. Use cream and sugar to taste.



INSTANT

THAT'S ALL YOU DO

Chase & Sanborn Coffee

WITH DEXTRINS, MALTOSE, AND DEXTROSE ADDED



FOUNDING FATHERS of Indonesian and American republics, President Soekarno and George Washington, share new one-rupiah Indonesian stamp.



LINCOLN AND FRANKLIN are paired with Premier Mohammed Hatta (left) and Foreign Minister Hadji Salim on stamps which cost 40 and 17 1/2 sen.



HAMILTON AND JEFFERSON, who were bitter rivals, are inspirations for Finance Minister Alexander Maramis (left) and ex-Premier Soetan Sjahrir.

INDONESIAN STAMPS

The leaders of the Indonesian Republic have often claimed that their revolt against the Dutch drew its inspiration from the American Revolution and not from the Bolshevik coup of 1917. By way of proving this they recently shot four Communists. Now a very different sort of evidence has come to light. On a new issue of postage stamps (above), the Indonesian revolutionists have identified themselves with America's heroes. The stamps may serve to celebrate the fact that the U.S. is now helping Dutch and Republicans to come to a real working agreement.



BLOCKADE RUNNERS of the Indonesian and American revolutions sail together on this special issue. Ship in foreground is named *Merdeka* (Freedom).



"Mommy always says you're safe when you use Johnson & Johnson"



New exclusive formula: Now Red Cross* Adhesive Tape gives better sticking qualities and greater freedom from skin irritations.



Red Cross* Cotton comes to you sterile. This long-fibered cotton is the whitest, softest, most absorbent surgical cotton available.



Sealed in individual envelopes, Red Cross* Sterile Gauze Pads are soft, absorbent, absolutely sterile. Ideal for First Aid and Baby Care.



Fine mesh, pliable gauze with clean-cut edges, Red Cross* Gauze Bandages ravel less, stay neater. Famous for sterility and quality.

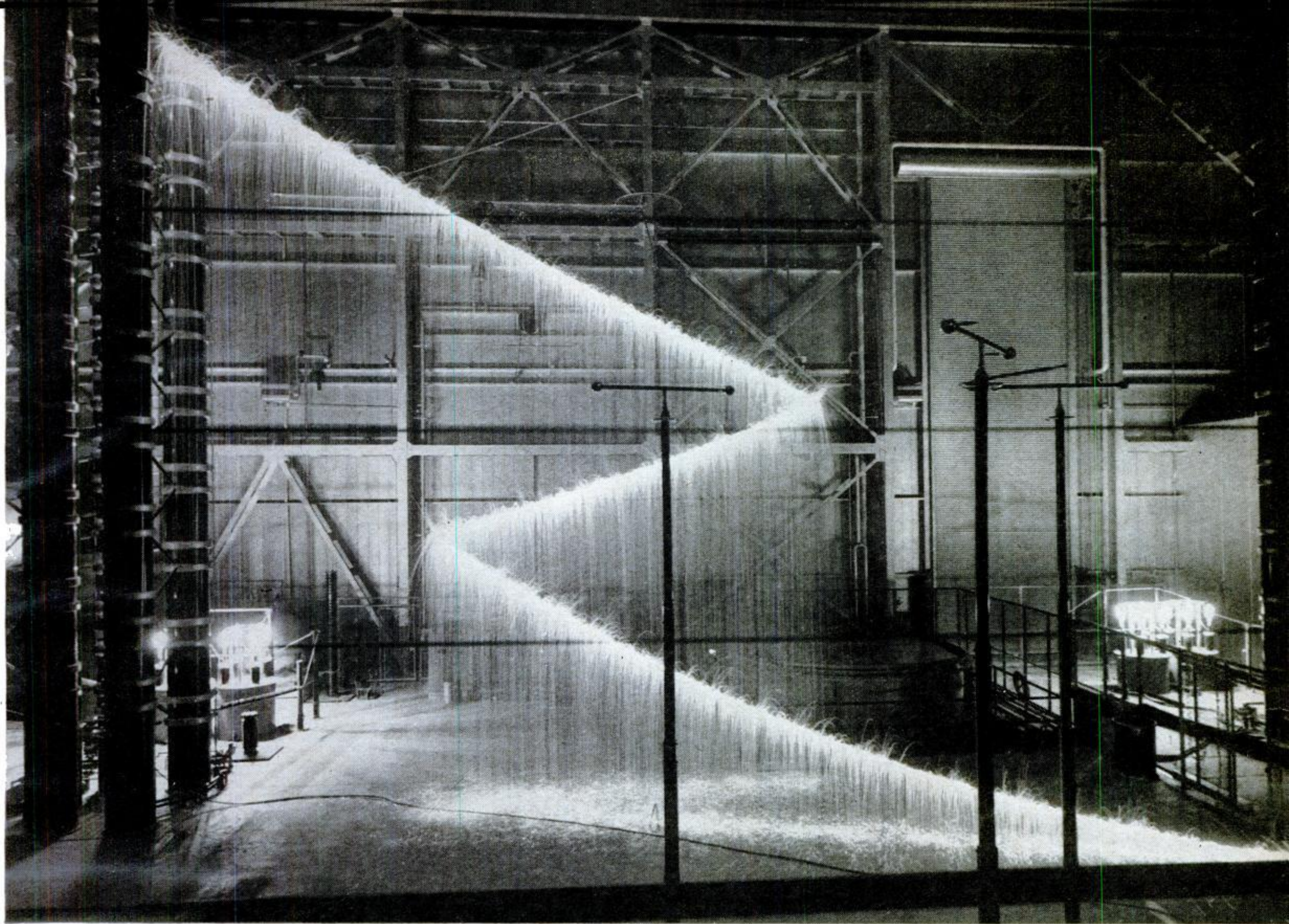


Individually wrapped and sterile, BAND-AID Adhesive Bandages are convenient protection for small cuts, blisters, and abrasions.

*No connection whatever with American National Red Cross.

The most trusted name in surgical dressings... Johnson & Johnson





DISCHARGE OF FIVE MILLION VOLTS FROM GENERATOR VAPORIZES GROUNDED MANGANESE WIRE, DEMONSTRATING HOW LIGHTNING BURNS OUT WIRING

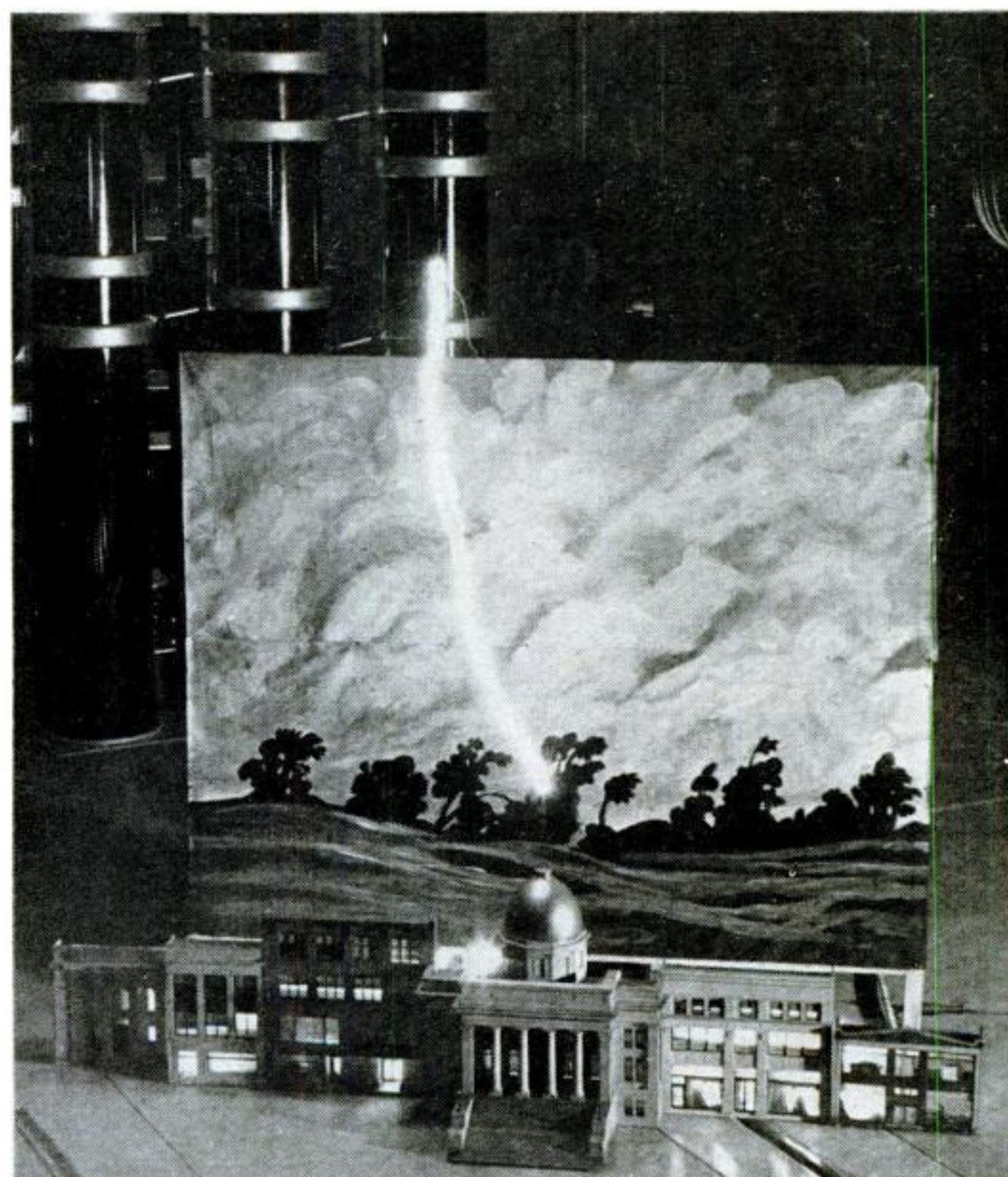
G.E. THUNDERBOLTS

Lightning laboratory tests new electrical equipment

High in the Berkshire Hills the scientists of General Electric Co. are producing the most powerful lightning ever created by man. Their laboratory, completed late last month at Pittsfield, Mass., is a gigantic steel hall, dark as night and acrid with the odor of scorched air. Their main instruments are towering pillars from whose tops stream blinding flashes. Their products are 15 million-volt bolts of lightning.

The artificial thunderbolts created in the laboratory will enable engineers to develop new means of protecting electrical systems upon which U.S. homes and industries depend. When lightning strikes the high tension lines that carry power between cities it adds a huge surge of current to the already loaded wires. Sometimes the wires disintegrate (*above*). More often the current jumps across insulators and damages poles or backs up into power plants and burns out generators and transformers. Until recently many electricity stations were knocked out dozens of times a year. For good, inexpensive lightning-control materials could not be developed until lightning of tremendous voltage could be produced at will and its behavior thoroughly studied. The new laboratory does just this. Its bolts, as powerful as most in nature, are testing the effectiveness of experimental equipment such as new oil and paper insulators and new metal and ceramic arresters, which not only are smaller and cheaper than present types but also promise to protect a city's power supply from all thunderbolts.

← **COLORED BOLTS** help engineers study multiple short-circuit arcs that occur when power lines are hit. Current jumps back and forth between three terminals which contain vaporizing chemicals that give each arc a different color. Dim red light in the shielded control room at bottom of picture warns workmen of danger.



MAN-MADE THUNDERBOLT strikes lightning rod atop courthouse of miniature city. Model buildings were set up by G.E. to aid research on new arresters and grounding devices. When lightning control equipment is effective, wiring is unharmed by lightning; when it fails to ground bolt, town is plunged into darkness.

SWEETHEART of the Tournament Circuit



The stars of the nation's big-money golf circuit can afford to use only golf balls unsurpassed for distance . . . unerring in flight and roll.

Revolutionary Wilson Isotropic built balls meet their most exacting demands. This is evidenced by the fact that MOST major tournaments this year* have been won by players using these balls.

Sam Snead, Lloyd Mangrum, Cary Middlecoff and the other players whose signatures** appear here are among the host of stars who play only these remarkable Wilson balls. For new Isotropic thrills, ask for Wilson Top Notch balls at your pro's shop; Wilson K-28 at leading sporting goods and department stores.

WILSON SPORTING GOODS CO., CHICAGO

(A subsidiary of Wilson & Co., Inc.)

Branch offices in New York, San Francisco and other principal cities.

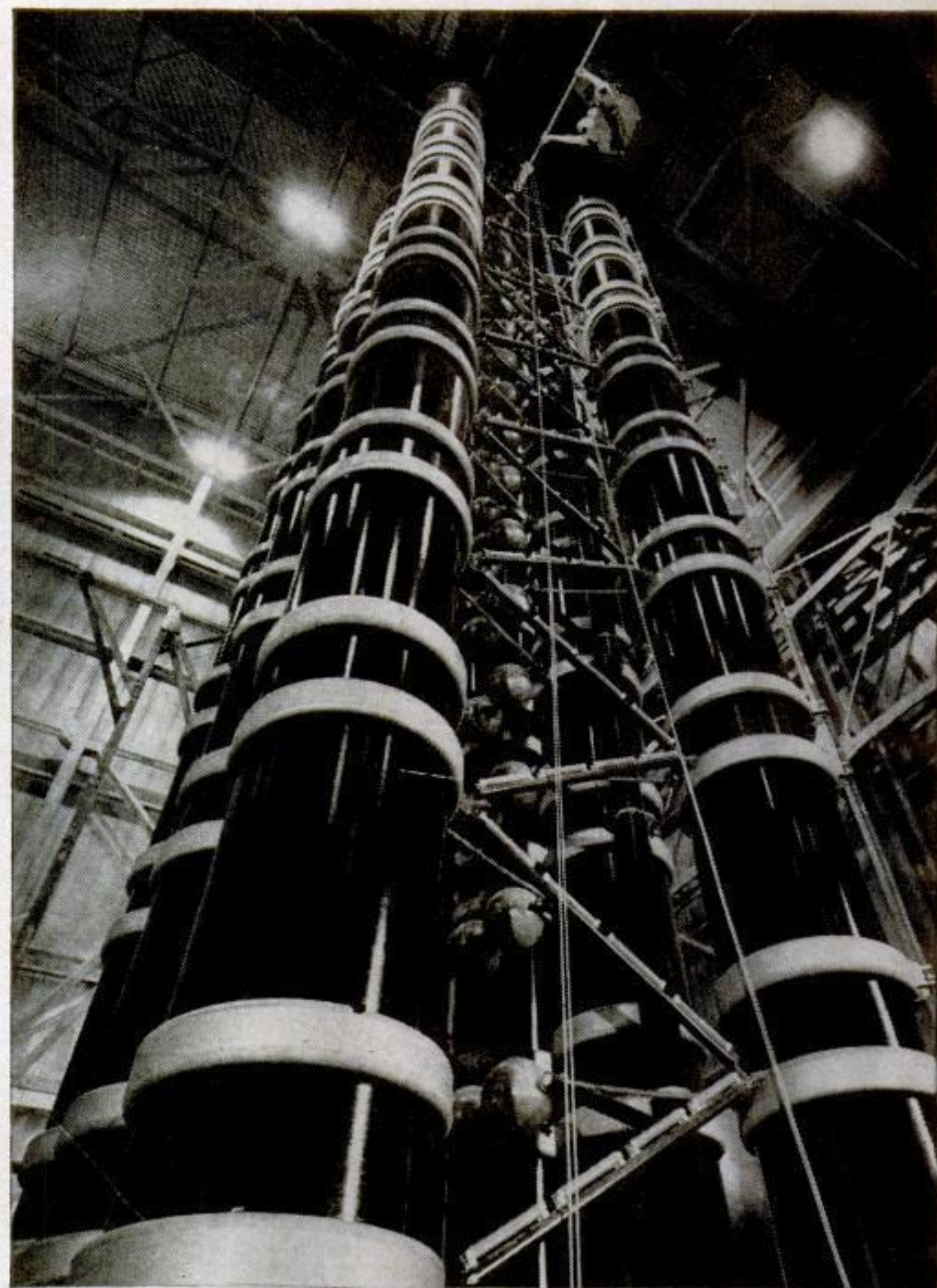
** These players—all members of the famous Wilson Advisory Staff—also use only Wilson Strata-Bloc woods and Wilson Precision-Built irons—America's finest golf clubs.

* To press time of this publication

IT'S **Wilson**
TODAY IN SPORTS EQUIPMENT

E. J. "Dutch" Harrison
Harry Jodd
Lloyd Mangrum
"Babe" Didrikson
Victor Ghezzi
Sam Snead
Les Kennedy
George Schneider
Johnny Revolta
Ed "Bobby" Oliver
Ellsworth Vines
Gene Sarazen
Claude Harmon
Pete Cooper
Betty Berg
Jim Ferrier
Eugene Monti
Jim Turnesa
Stewart "Skip" Alexander
Cary Middlecoff
Dick Nety

G. E. Thunderbolts CONTINUED



LIGHTNING-MAKER is a 44-foot-high generator. Voltage increases as it travels up between banded capacitors until it reaches peak 7.5 million volts. When it flashes, it leaps from rod which workman in bosun's chair is changing.



STRIKING POWER LINE, 7.5 million-volt bolt from generator blazes in night-time test. This lightning machine rolls in and out of research building on tracks. It can shoot bolts twice as strong when paired with another generator.

Snowballs in July!



The STORK CLUB knows how to serve Ice Cream



VIRGINIA COATES
Home Economist

"COCONUT SNOWBALL"—popular glamour-dessert at Manhattan's smart Stork Club—is cool . . . dazzling-white . . . wonderfully refreshing on torrid summer days. And every bite is as luscious as it looks.

Here's the Stork Club Way—

Top a big scoop of vanilla ice cream with rich chocolate sauce. Then *snow* it under with delicious Durkee's Coconut.

Chocolate Sauce

1 cup water ¼ cup sugar 1 teaspoon vanilla 6 ounces (6 squares) unsweetened chocolate

Mix sugar and water in heavy saucepan. Add chocolate and cook over low heat, stirring constantly until chocolate is melted. Cool and add vanilla. (You can buy a number of good prepared chocolate syrups, if you haven't the time to make this special sauce.)

You, too, can perk up lagging appetites if you get extra zest and eye appeal into every menu every day. Durkee's Coconut is an inspiration in dishes like these:

COCONUT FRESH-FRUIT PIE . . . Drift Durkee's Coconut into a baked pie shell . . . pack the shell with fresh fruit . . . and swirl meringue or whipped cream on the top.

AVOCADO-COCONUT HORS D'OEUVRES . . . Slice avocado pears in halves and sprinkle with lemon juice. Then heap centers with snowy coconut.

Interested in unusual recipes? Then write Durkee Famous Foods, Department 7-LC, Long Island, New York.

Copyright 1949, The Glidden Company



Durkee's Coconut comes two ways: Fancy-shredded in the familiar carton . . . extra-moist in airtight tins.

Announcing the Masterpiece

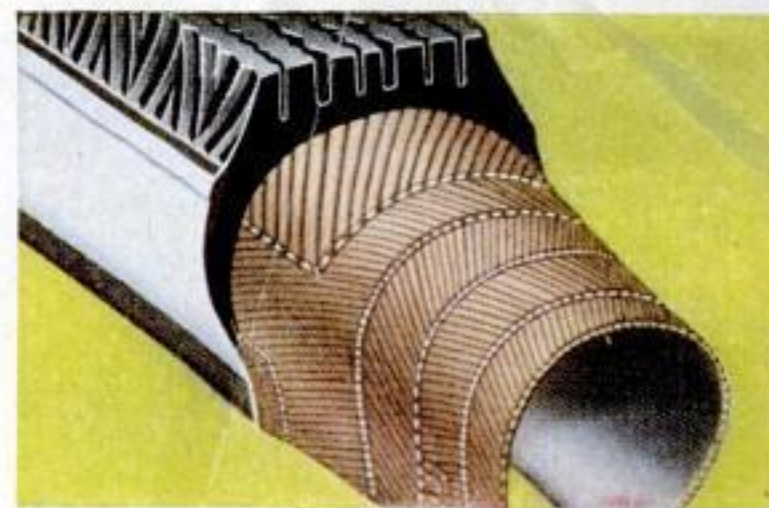
The NEW
Triple-Safe

Fi
IMPERI



NEW TRIPLE-SAFE TREAD

Famous Super-Safty-Grip Tread (1) protects against skidding, (2) protects against loss of traction, (3) protects against rapid wear. You get this triple protection because of revolutionary new Plus-Mileage rubber compounding, greater area in contact with the road and hundreds of exclusive new road-gripping Skid-Resistors in the tread.



NEW TRIPLE-SAFE BODY

Exclusive Safty-Sured Gum-Dipped Cord Body (1) protects against blowouts due to internal friction, (2) protects against blowouts caused by bruises and breaks, (3) protects against body damage which prevents retreading. So strong, so safe, so sturdy that it can be retreaded again and again.



FIRESTONE LIFE PROTECTOR SAFETY TUBES PROTECT AGAINST BLOWOUTS

Although Firestone Tires are built to withstand most causes of blowouts, no tire can stand up under running over a spike or hitting a sharp bump at high speed. Under such conditions, a tire with an ordinary tube will go flat suddenly, causing the car to swerve out of control. But Firestone Life Protector Safety Tubes retain two-thirds of the air in case of a blowout, enabling you to bring your car to a safe, smooth, straight-line stop, even from high speeds, without losing control. Put a set in your present tires and be safe against blowouts from any and all causes.

Copyright, 1949, The Firestone Tire & Rubber Co.

~ ~ YOUR SAFETY IS OUR

of Tire Construction — **restone** AL SUPER-BALLOON



The Safest, Most Economical, Longest Wearing, Most Beautiful Tire That Man Can Build or That Money Can Buy . . .

IN SUMMER or winter, in sunshine or rain, on highways or by-ways, in city or country, here is the tire *you* will want for *your* car. The new Firestone Imperial Super-Balloon is TRIPLE-SAFE on any type of road, in any kind of weather.

Here is another proof that your safety is our business at Firestone. It is the priceless ingredient that is built into every Firestone Tire. All of the men and women of Firestone know that precious lives depend on the high quality of materials and the high skill of the workmanship that go into our tires. That is why they build the safest tires that money can buy.

The new *triple-safe* Firestone Imperial Super-Balloon is a notable new contribution to tire safety, economy, durability, smartness and comfort. Because of its patented and exclusive construction features, it provides the extra safety and extra mileage that the car owners of America have been waiting for, looking for and hoping for. Now it is here!

So go to your nearby Firestone Dealer or Store without delay and find out how little it will cost to equip your car with this Masterpiece of Tire Construction by trading in your present tires on a set of *triple-safe* Firestone Imperial Super-Balloons.

B U S I N E S S A T F I R E S T O N E



Today is Wednesday... Today is Baking Day...

Remember those lilting lines from an old childhood song? Better yet, remember an old-fashioned "baking day"? While the results were sweet to behold and eat, winter or summer, mother came near to wilting from toil and heat.

Today's mothers have a ready-at-hand answer for all their baking needs... the Baked Goods Department of their A&P Super Markets. There they find breads in variety, coffee rings, favorite cakes, cookies, doughnuts, rolls and pastries... only hours out of nearby ovens. Each is made with the best of ingredients... and to time-tested recipes. And best

of all, these wonderful treats cost less than what home-baked foods would add up to in time and materials.

Yes, the Baked Goods Departments of A&P Super Markets are yet another reason why women everywhere are saying, "I shop in one store and only one for all my family's food needs... my A&P."

**From "Today Is Monday."*

DO WE EVER DISPLEASE YOU?

If you have a complaint or suggestion, anything to tell us that you think would make shopping at A&P more pleasant, convenient or quick, please write us. Address: CUSTOMER RELATIONS DEPT., A&P Food Stores, Graybar Building, New York 17, New York.

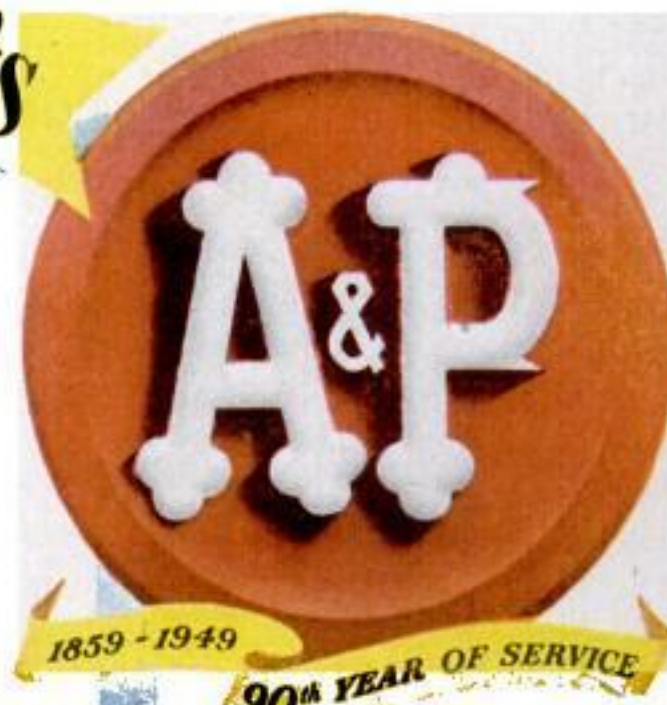
A&P Super Markets

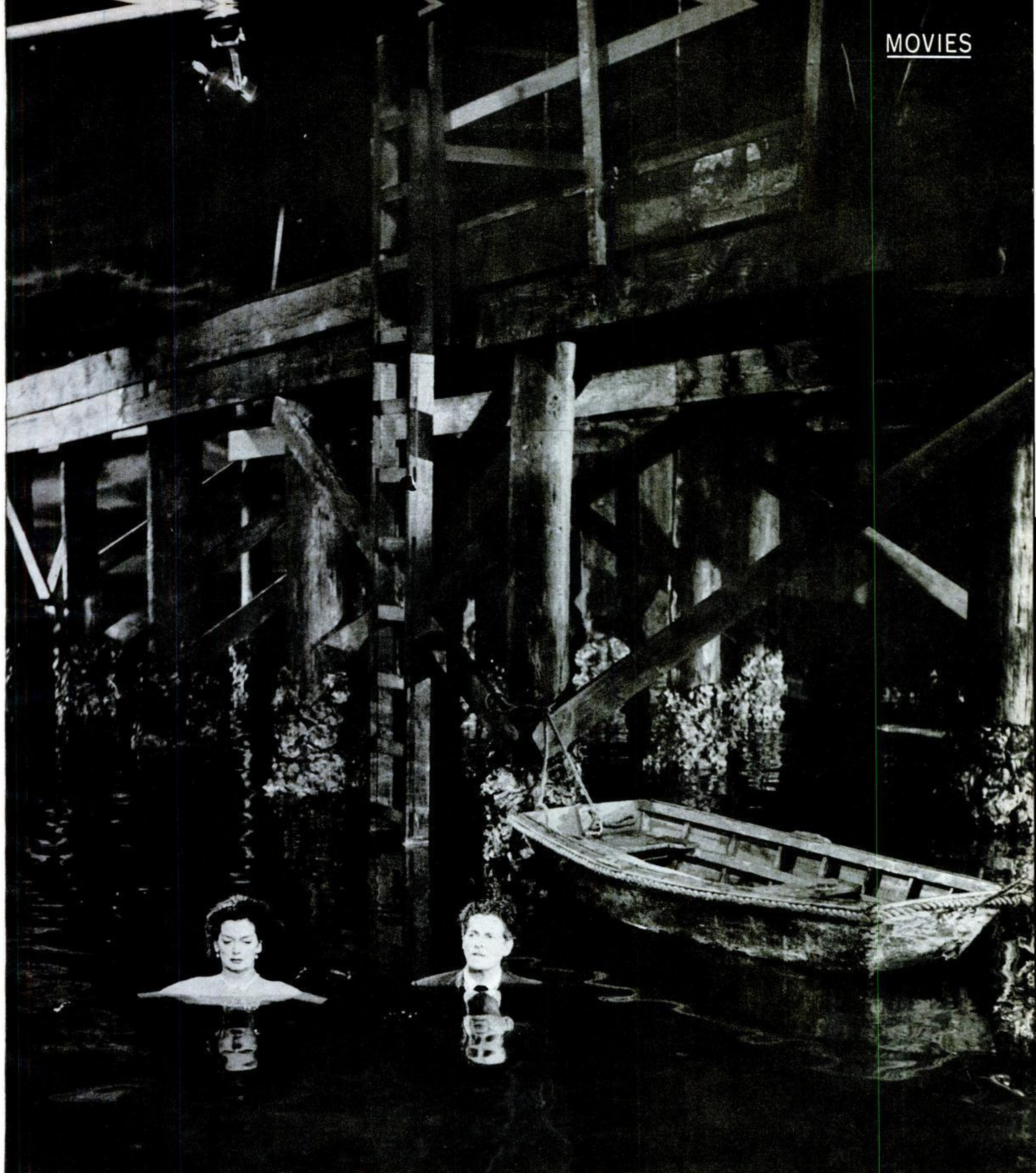
YOU CHOOSE TO SUIT YOURSELF

Because all foods are on display and plainly priced, you shop to satisfy your taste and purse.



OUR MEAL-TIME GUARANTEE. Our obligation to you for any food you buy at A&P is never filled until your family eats it and is satisfied. You see, A&P gives you your money back for anything which fails to please you completely.





AFTER SEVERAL HOURS OF DIVING AND DUNKING, ROSALIND RUSSELL AND ROBERT CUMMINGS STAND GLUMLY IN THE WATER WHILE WAITING FOR THEIR NEXT CUE

STARS IN THE SOUP

**Roz Russell and Robert Cummings
spend a long, wet day together**

Movie stars are expected occasionally to suffer for their art, and the faces of Rosalind Russell and Robert Cummings above reveal that this is their time for suffering. One day recently the two actors came down to the Columbia Pictures studio in Hollywood to shoot a two-minute 54-second scene for a film called *Tell It to the Judge*. At 9 a.m. special-effects men started setting up waves in a 75,000-gallon tank of water, the stars jumped in and went through the shenanigans called for by the script

(pp. 62, 65). Then they had to do the same thing over and then over again, and again, and again. Something was wrong every time: camera lenses were splashed or too much of Rosalind's anatomy was revealed. About noon they took time off for lunch, then went back until 6 p.m., by which time they were cold, tired and waterlogged. But the only thing they griped about the whole wet day was the way the camera crew threw cigaret butts into the water. Roz and Bob thought this was very untidy.

Grant's

Largest-Selling
8 and 12 YEAR OLD
Scotch Whiskies
in America*



FAMOUS LORE OF SCOTLAND

The origin of the Sword Dance in Scotland is lost in antiquity. It may even date back as far as the Scotch Art of distilling, (15th Century).



* Every drop of GRANT'S is either 8 or 12 years old. Wm. Grant & Sons are the exclusive proprietors of the Balvenie-Glenlivet and Glenfiddich distilleries. 86 Proof

SOLE U. S. DISTRIBUTORS
IMPORT DIVISION

Austin Nichols
& Co., Inc.
Brooklyn-New York



INTO THE BOAT goes Roz with a friendly boost from Bob. Movie has them fall in the water while escaping from gambling den being raided by the police.

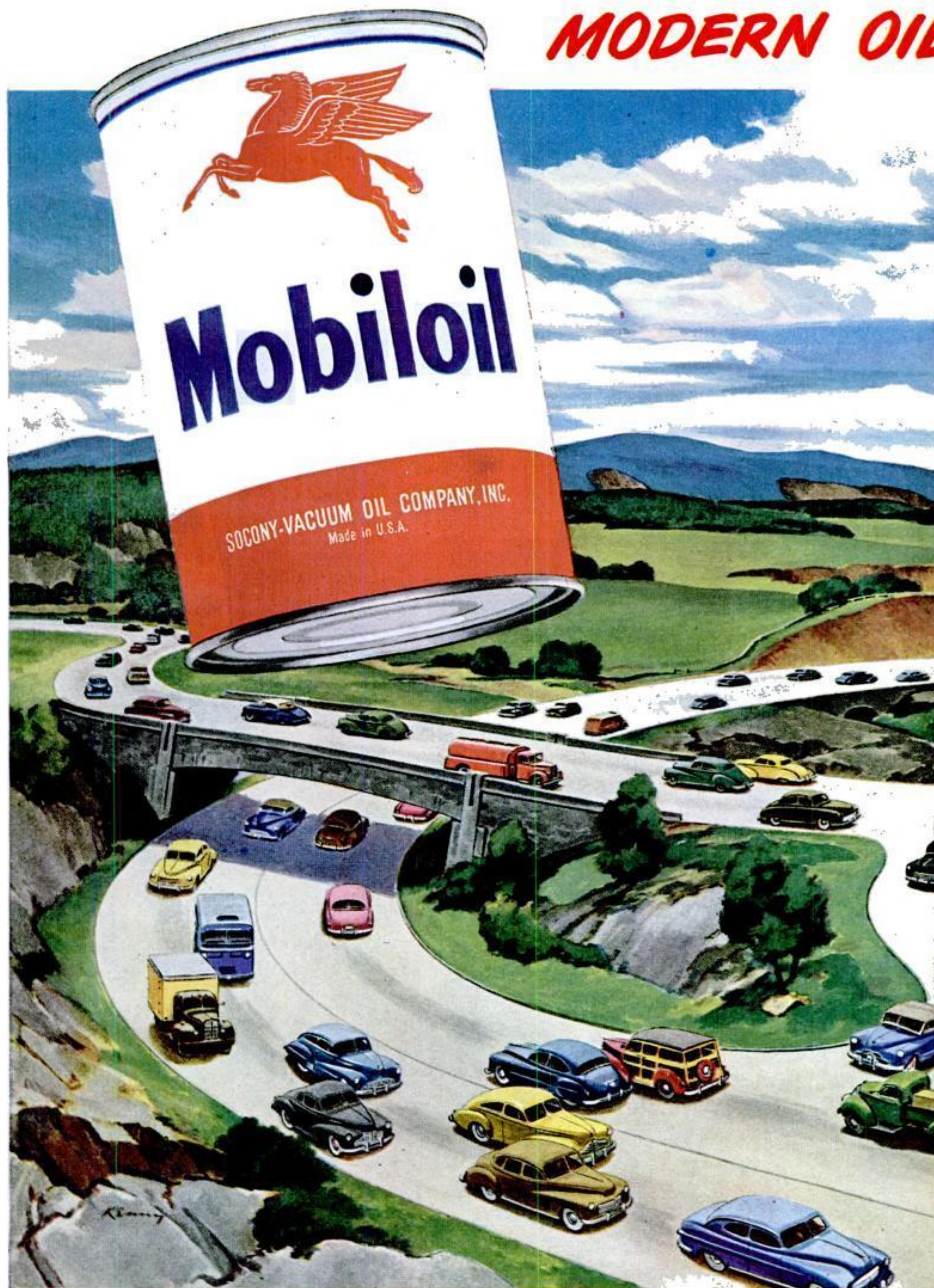


OUT OF THE BOAT goes Cummings as Rosalind helps him up with such a mighty heave that he goes sailing off the other side. Thereupon boat overturns.

CONTINUED ON PAGE 65

GET ALL 3

MODERN OIL QUALITIES!



UNSURPASSED TRIPLE-ACTION

"Anti-Acid"? YES!
"Detergent"? YES!
"High V.I.*"? YES!

*High Viscosity Index—means high resistance to change in body under extremes of heat and cold.

1 Free-Flowing — Here's fast engine turnover — instant flow of lubricant to all moving parts. New Mobiloil's high V.I. and rich lubricating qualities result from years of advanced research by Socony-Vacuum.

2 Full Protection — New Mobiloil's choice stocks and "built-in" cleaning properties mean unsurpassed protection against friction, corrosion, harmful deposits. Socony-Vacuum pioneered with solvent-refined oils and effective detergents to help keep engines cleaner.

3 Maximum Economy — Special refining processes remove undesirable elements — put in effective agents that retard corrosion, reduce "inside" troubles. Result: Long-time money savings in terms of fewer repairs, greater operating economy.

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Everybody knows the sign of good coffee



Products of General Foods

Any friendly time is Maxwell House time—for there's such a warm welcome, such hospitality, in every fragrant, flavorful cup. To serve this extra-rich, extra-satisfying coffee is to *know* you are giving your guests the *best* in coffee-drinking pleasure. To see them linger appreciatively over its mellow goodness, to hear them praise its finer flavor, is one of the satisfactions of being a good hostess . . . a *Maxwell House* hostess. It's one of the things that make Maxwell House America's favorite brand, of *all* coffees—at any price! It's truly "Good to the Last Drop!"



Maxwell House... the one coffee with that "Good to the Last Drop" flavor!



COMING UP from a dunking, Rosalind is given a wet once-over by Cummings. She had on waterproof make-up, but even it wore away under hard use.



RESTING between takes, the bedraggled stars recline in an attitude of bored disgust on rowboat, which is slowly submerging into the tank beneath them.



DRYING OUT between takes with help of blanket, towel and some studio lamps, Robert and Rosalind seek temporary comfort before getting wet again.

Smokers discover the new cigarette you can

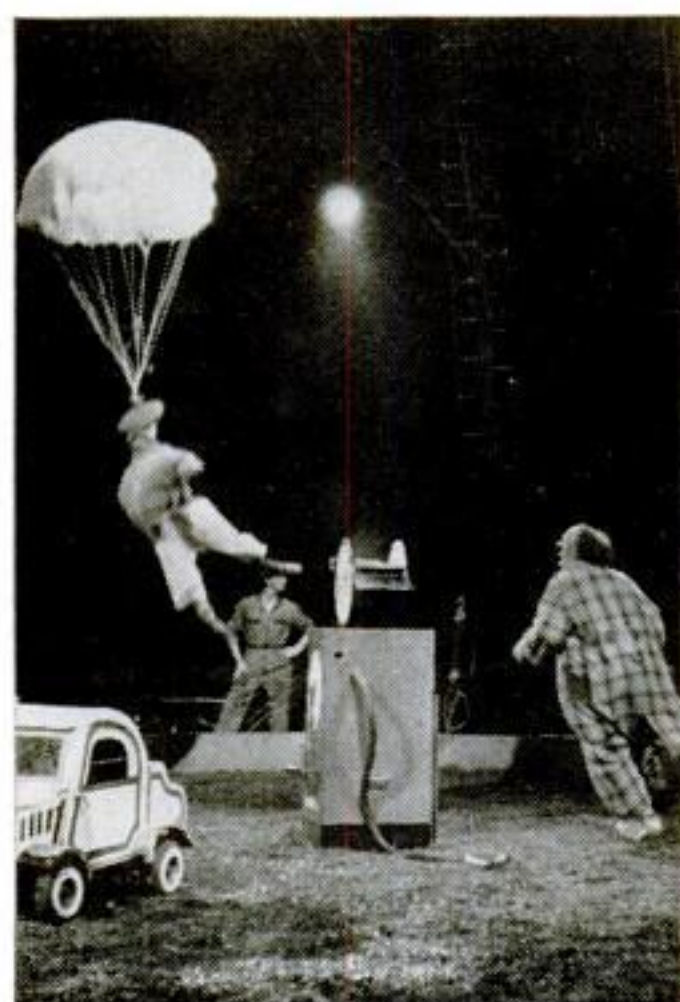
Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly *cool* and *filtered*. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. With Embassy, you can inhale to your heart's content!



CLOWNS

THEIR MAKE-UP IS AN ARTISTIC EXPRESSION OF THEIR OWN SPECIAL TRAITS



FRANTIC CLOWNS explode a dummy into air, run about as it chutes down.

When a tent full of circus lovers erupts with laughter at the sight of a ruby-nosed clown, nobody there would think to describe the clown's face as a work of art. Yet clown make-up has become a folk art as genuine as cigar-store Indians or hillbilly songs. On the following pages in George Karger's color photographs, LIFE presents 19 samples of this cheerful art which goes on exhibit twice daily this summer, rain or shine, inside the big tent of Ringling Bros. show.

Like most painters, who prefer to start with a pure white canvas, most clowns like to start with a pure white face. In their dressing tent a pail of white pigment is prepared—zinc oxide mixed with glycerin and olive oil. After whitewashing his visage, the clown sets out to create a fantastic new fairytale face. He uses mostly bold red and black so his new features can be seen easily. He makes his mouth fabulously big and performs great distortions on his eyebrows. One clown paints an extra pair of eyes on his eyelids.

For false noses clowns often use ping-pong balls painted red and cut to fit over real noses. Clown Felix Adler has a whole set of false noses, each with a different gem set in front. Like a man picking out a tie, Adler can choose every day a jeweled nose to fit his mood. In the lower right-hand corner of page 69 he wears a diamond.

Clowns jealously develop their own make-up to suit their faces and personalities, seldom trying to hide or change their character. Instead they tend to exaggerate their traits. Paul Jung (*opposite*), a friendly person, makes himself "a happy goof." Doleful-eyed Emmet Kelly, shown in three pictures at right, emphasizes his sober side by his famous tramp make-up. Clowns resent the old cliché about being sad-souled Paggiacis but actually they are pretty serious-minded. Though they caper to please children, most of them are childless and unmarried.

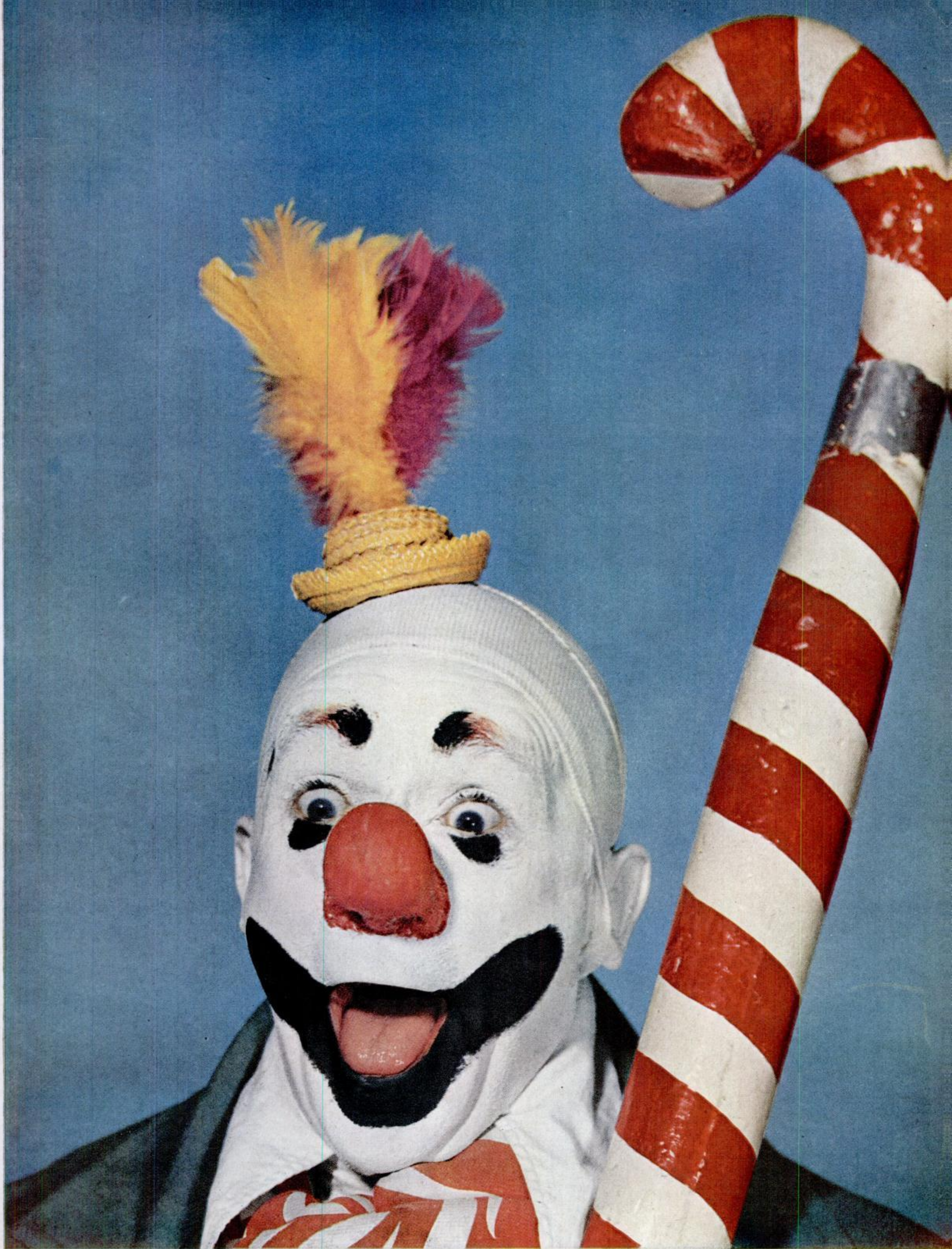
Inclined to be clannish, the clowns get up their own private pinochle games and sometimes feel they are being high-hatted by trapeze stars. A clown's big moment is the "walk-around," the interlude between change of acts, when he gets his chance to parade around the tent doing his specialties. Only a few clown acts are done inside the ring. The bitterest moment in a clown's life comes when the ringmaster, to speed up the show, signals for the tent to be blacked out during a walk-around. All the hapless clown can do then is stumble off in darkness, and his proud red nose, like Poet Gray's rose, must blush unseen.

GUIDE TO CLOWN GALLERY ON PAGES 68 AND 69

The roster of 18 clowns on pages 68 and 69 includes some of the great names of clowndom. From left to right across both pages, they are (*top row*) Buzzie Potts, Myron Orton, Frank Luley, Ernie Burch, Edwin F. Green, Prince Paul. Middle row: Frank Saluto, John Reilly, Irvin Romig, Jack Gerlich, John Tripp, Paul Mortier. Bottom row: Art Cooksey, Lou Jacobs, Jimmy Armstrong, Carl Stephan, Eddie Buresh, Felix Adler.



SAD CLOWN Emmet Kelly wanders about the circus ring, being ineffectual.

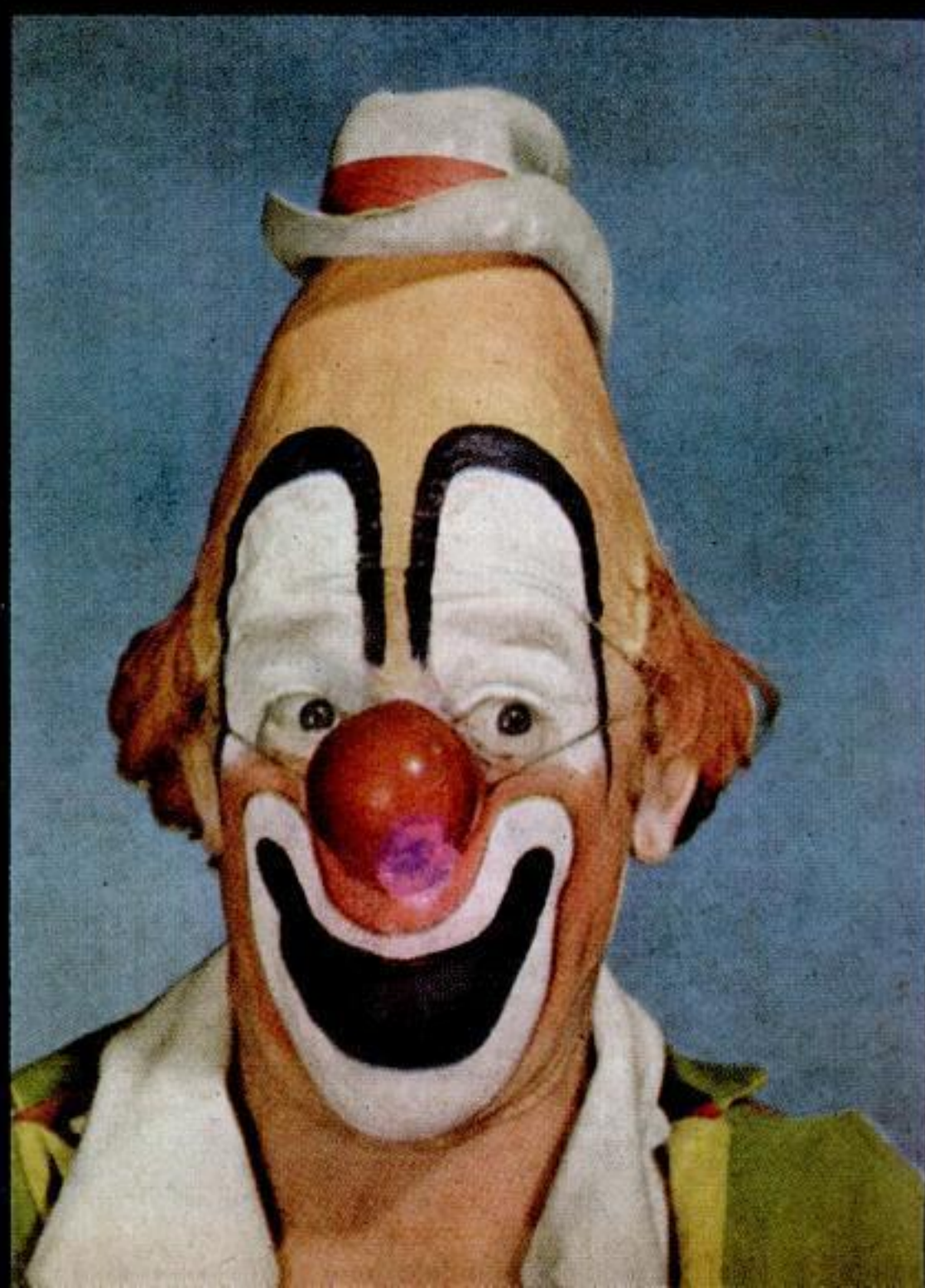


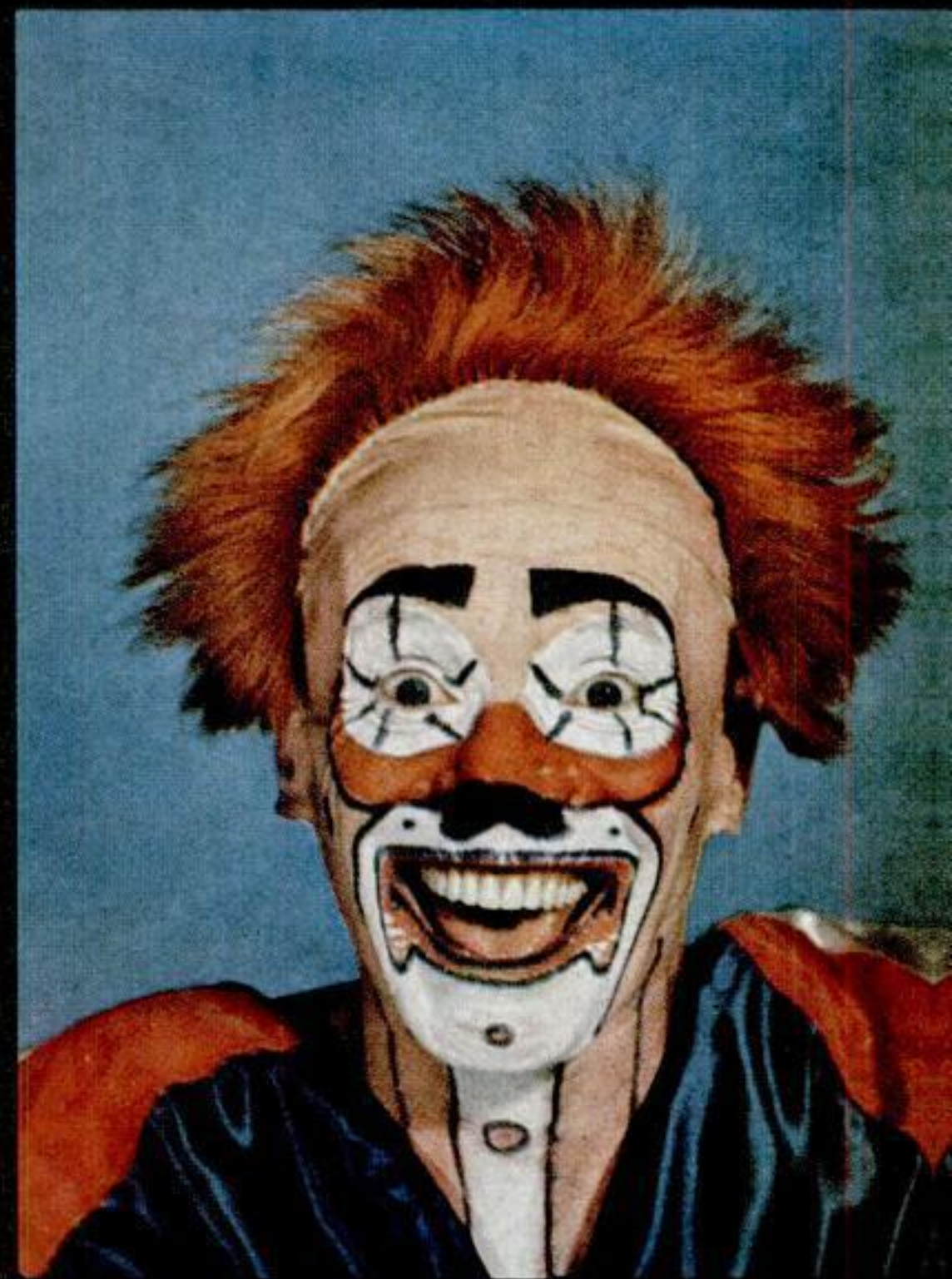
"A HAPPY GOOF" is what Clown Paul Jung calls himself in this disguise, which shows clown make-up in its simplest elements: big mouth, bulbous nose, pop eyes.

One of Ringling's top clowns, Jung winters in Tampa, Fla., running a "laugh factory" where he makes all kinds of clown props from atom-smashers to giant shoes.

CONTINUED ON NEXT PAGE

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"FRIENDS OVER FOR TENNIS," by Douglass Crockwell. Number 31 in the series "Home Life in America."

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



WHY PITCHERS GET NERVOUS

Squat Yogi Berra, Yankee catcher, has been known to hit wild pitches for home runs. He has also hit palm trees and a responsive chord in female fans

by ERNEST HAVEMANN

ONE day recently Lawrence ("Yogi") Berra, the New York Yankee catcher and one of the main reasons the team is in first place in the American League today, was so eager to take his turn at bat that he forgot to take off his shin guards. Since the shin guards weigh a pound each and add considerable bulk around the knees, and since Yogi is abnormally knock-kneed anyway, this could have resulted in a calamity if Yogi had been called on to run out a close play at first. The entire Yankee team yelled at him, frantically pointing out the oversight, and when he returned to the dugout he was the object of a lot of amazement and kidding. "That's nothin'," Yogi said calmly. "You should of seen me in Norfolk. One time I was so anxious to start catchin' that I went behind the bat without my mask on."

Twenty-four-year-old Yogi is the most "anxious" player in the major leagues today. At the bat he is so eager to get a hit that he seldom if ever waits for what baseball players call a fat pitch. If the ball comes anywhere near the plate, high, low, inside or out, Yogi is inclined to take a cut at it. Sometimes he twists his squat body into such queer positions that he is practically facing sideways. He is the only batter in baseball who regularly hits line drives—not slices or hooks—over the dugouts, which are halfway between home plate and first or third base. None of his followers would be a bit surprised if someday he turned completely around, caught the pitch from behind and rifled it right over the stands directly back of the plate.

The strange thing is that Yogi is one of the most fearful hitters in the leagues. His batting average at the end of June was .276, which is just fair. But all season long he has been approaching the ball as if he intended to beat it to death, and as a result he has hit for a total of 105 bases and has batted in 52 runs. If he keeps up that pace he will have 118 runs batted in at the end of the season and will lead the rest of the big-league catchers hands down. Opposing pitchers have no idea what to do about him, and are inclined to get highly nervous every time he comes up to bat. Even when they intentionally walk him, deliberately tossing the ball a yard wide of the plate, they have the uncomfortable feeling that he could just as easily lunge out and slam the ball into the right-field bleachers. At other times, when they are pitching to him and trying to get him out, they simply throw the ball, pray and get ready to duck.

Not long ago Bobby Brown, the young medical student who plays third base for the Yankees, followed Yogi to the plate. While he waited Yogi missed two strikes, fouled off the next five pitches and wound up sending a line drive screaming into left center field for a double. By the time Brown got to the plate he found the opposing catcher in a state bordering on prostration. "I swear to my mother," the catcher was saying, "at least three of them pitches if he hadn't hit them they would of hit him. One was straight at his ankle. One was aiming at his stomach. One of them, if he hadn't brushed it away with his bat, it would of taken his head off right at the neck. Right at the neck." Brown, a thoughtful young man who is currently applying his talents to the analysis of baseball, thereupon coined the best description yet offered of Yogi Berra at the plate. Mindful of the fact that the zone in which umpires are supposed to call strikes extends vertically from the batter's knees to his shoulders, and horizontally across the 17 inches of the plate, Brown told his teammates, "Yogi has the biggest strike zone in the U.S. It goes from his ankles to his nose, and from his breastbone as far out as he can reach." This is almost literally true. Yogi can use his bat like a golfer blasting the ball out of a sand trap, like a traffic



YOGI REMEMBERS HIS MASK as he leaves the dugout for the June 24th game with Detroit. He knocked in four of Yankees' five runs with a double and a homer.



YOGI (RIGHT) TAGS RUNNER AT PLATE

"Nice to have a handy man around!"



"So that's all I mean to you—just a handy man! Hmm!"

"Now, Frank, you know you like to putter around the house. But I often wonder how I'd manage if you weren't around."

"No need to wonder any longer, Hon, that's all fixed now."

"Really? . . . how?"

"Well, you see, I'd been wondering about the same thing for some time. So yesterday I saw a chap from The Mutual Life and we worked out an *Insured Income* program that will give you a monthly check—if I'm not here to support you. And if I am

around, we'll have a retirement income someday to enjoy together."

"You are a Mr. Fixit!"

* *

Mutual Life's *Insured Income* Service helps you match your present financial situation with the future security you want for yourself and your family. Not only can *Insured Income* actually increase the value of your present protection, but it also makes the most of every life insurance dollar you invest by building on what you already own—Social Security, present life insurance, pension rights.

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NAME BIRTH DATE

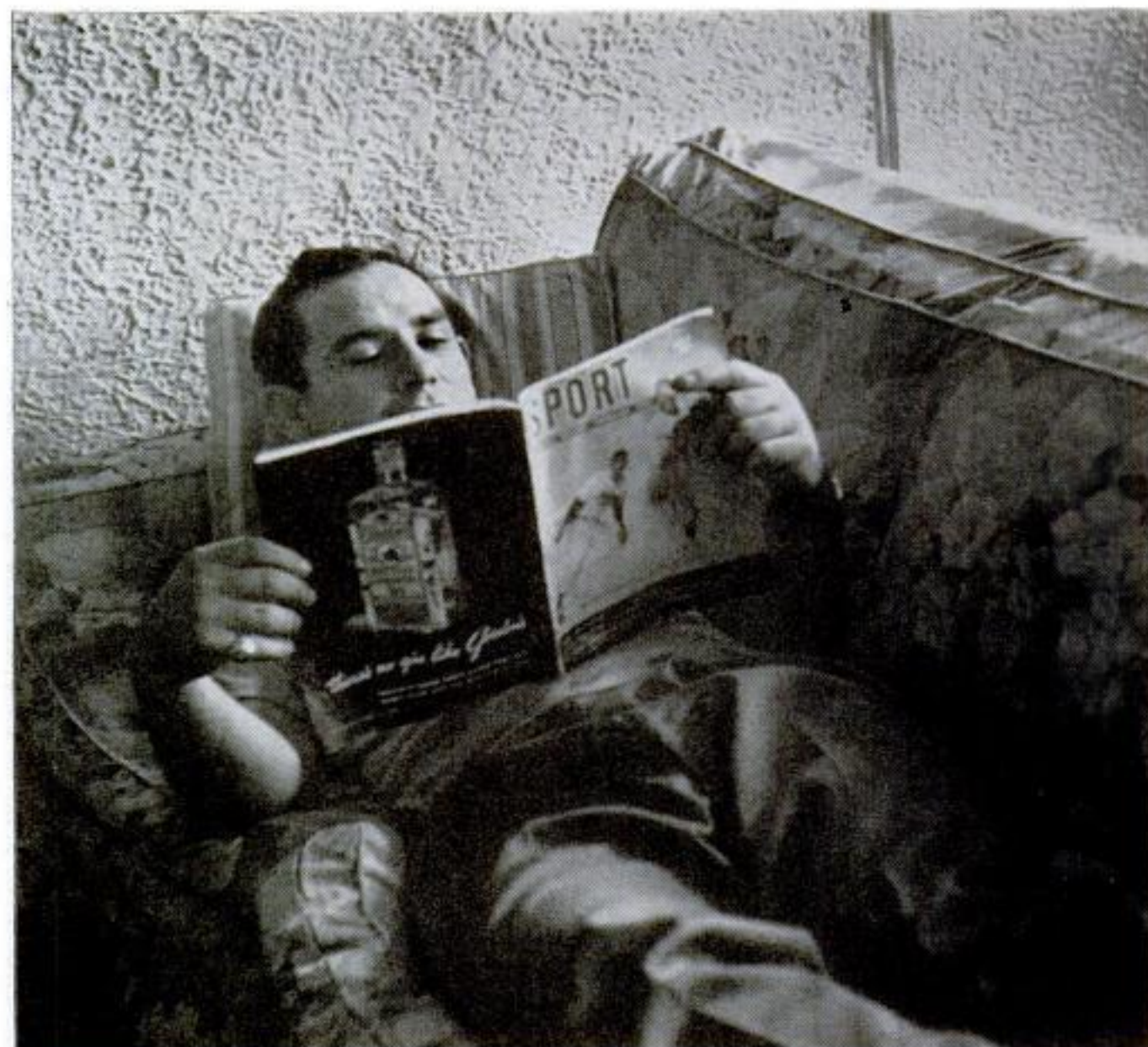
HOME ADDRESS

CITY COUNTY

STATE OCCUPATION



VETERANS: KEEP YOUR "G. I." LIFE INSURANCE!



YOGI RELAXES with type of reading he likes next best to comic books. He once asked a teammate studying a medical textbook, "How did it come out?"

YOGI BERRA CONTINUED

cop reaching toward the far line of cars with a nightstick, or like a man with a swatter straining for a mosquito on the ceiling.

Once having hit the ball, Yogi is anxious to get around the bases as fast as possible. With the single-minded purposefulness of the born ballplayer, he regards home plate as the pay-off, and he is impatient of all the way stations in between. One of the most engaging sights of the current baseball season is Yogi steaming down to first base trying to beat out a deep grounder to the infield. Yogi is designed along the lines of a Percheron rather than a race horse; he stands only 5 feet 7½ inches tall but weighs 187 pounds, wears a size 17 collar and 42 coat, and has forearms and calves as thick as wagon tongues. Being knock-kneed as well as barrel-shaped, he gives the impression of being welded together from hips to knees and of running only from the knees down like a fat girl in a tight skirt. Yet he gets down to first with all the underslung speed of a bull chasing a stranger, and once his foot has touched the bag he stops like an airplane bumping into a mountainside. He pulls up so abruptly that his cap flies off and his whole uniform pulls forward, like a clothesline in a high wind; one of his teammates has said, "Someday Yogi's legs are going to jump right out of his skin." He whirls around as if daring the umpire to call him out—and if indeed the umpire does, he assumes such an attitude of dejection and injury that sympathetic women in the grandstand are almost moved to weep. Yogi loves to get a base knock, to be safe at first, to come all the way around and to see the Yankees win, and when anything goes wrong he looks as if the world has ended.

The manager didn't expect him

ON the polite and professional Yankees, who are by and large an All-American dream of the lithe, long-limbed and handsome athlete, Yogi looks as out of place as a tractor in a Cadillac plant. His appearance, indeed, almost ended his career before it had really started. The Yankees signed him up when he was 18, sight unseen, and sent him to their Norfolk farm club for seasoning. He played there in 1943 before entering the Navy and once performed the almost incredible feat of batting in 21 runs in two days. When he got out of the Navy in 1946 the Yankee management decided to give him a chance with the Newark Bears, in the Class AAA, or top-ranking minors. They made the decision without any special enthusiasm, however, and nobody bothered to notify the Newark team. By chance he caught up with the club in Rochester on the same day that Walter Dubiel, a promising pitcher who is now with the Chicago Cubs, was reporting for duty. When the Newark players got back to their hotel after the game they found Dubiel, whom they had been expecting and were prepared to greet with open arms, and Yogi—who looked like a young fellow whom Dubiel might have hired to carry his luggage.

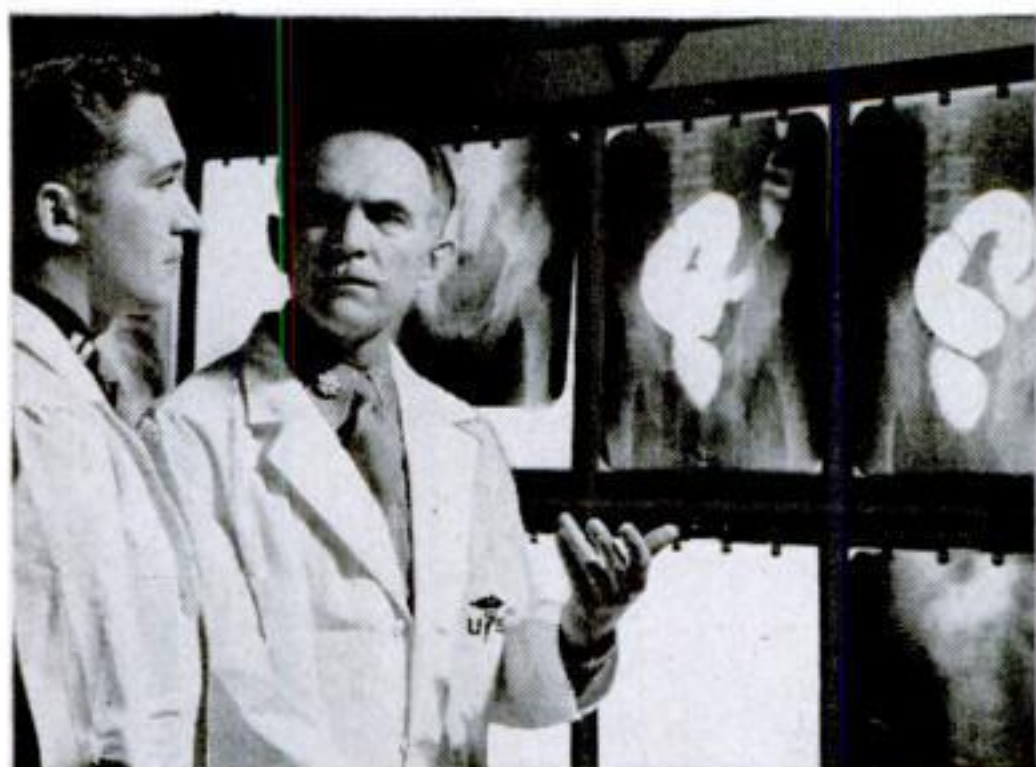
Yogi had a hard time convincing anyone that he was a player, and even after he produced his contract the Newark trainer relented

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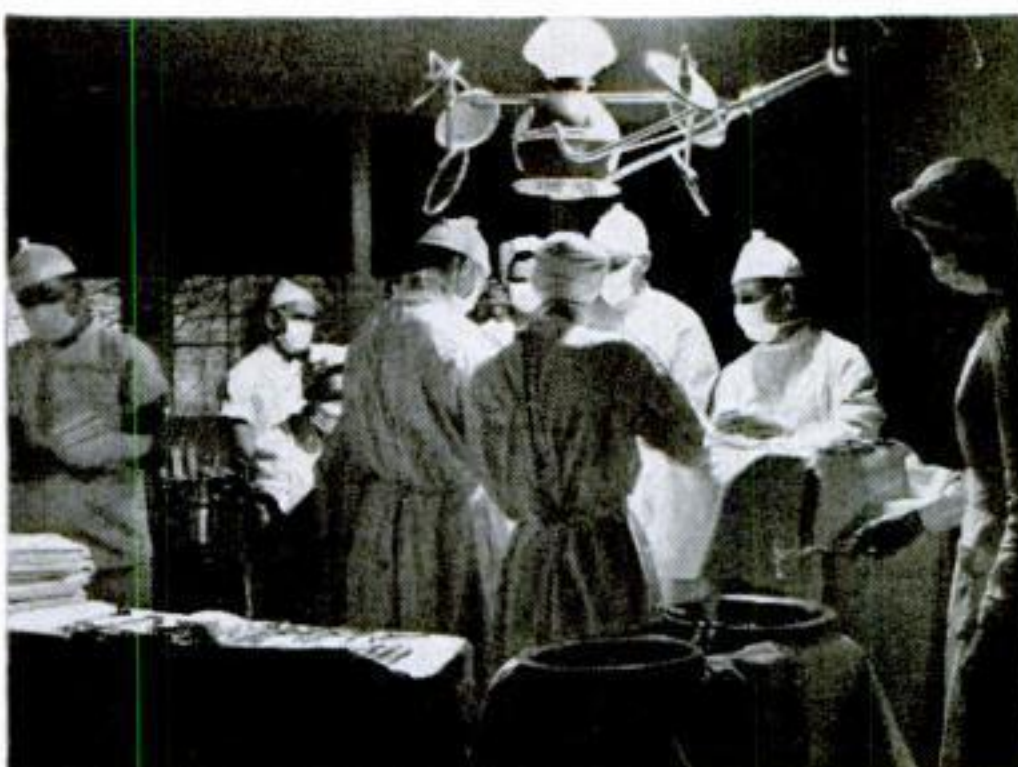


Preventive Medicine: Army doctors, aided by scientists and specialists, use latest techniques, medicines and instruments to keep soldier health high. Through pioneering research, effective immunization programs, they prevent the spread of infection and disease.

Army doctors: how they advance medical science ... guard your soldiers' health



Advanced Study: Medical officers have priceless opportunities to work on their specialties with senior physicians, civilian consultants. Here X-ray technique is discussed.



Surgery and Medical Care: Army doctors use and help develop the latest tools of medical science. Patients benefit from newest drugs, anesthetics, medicines.

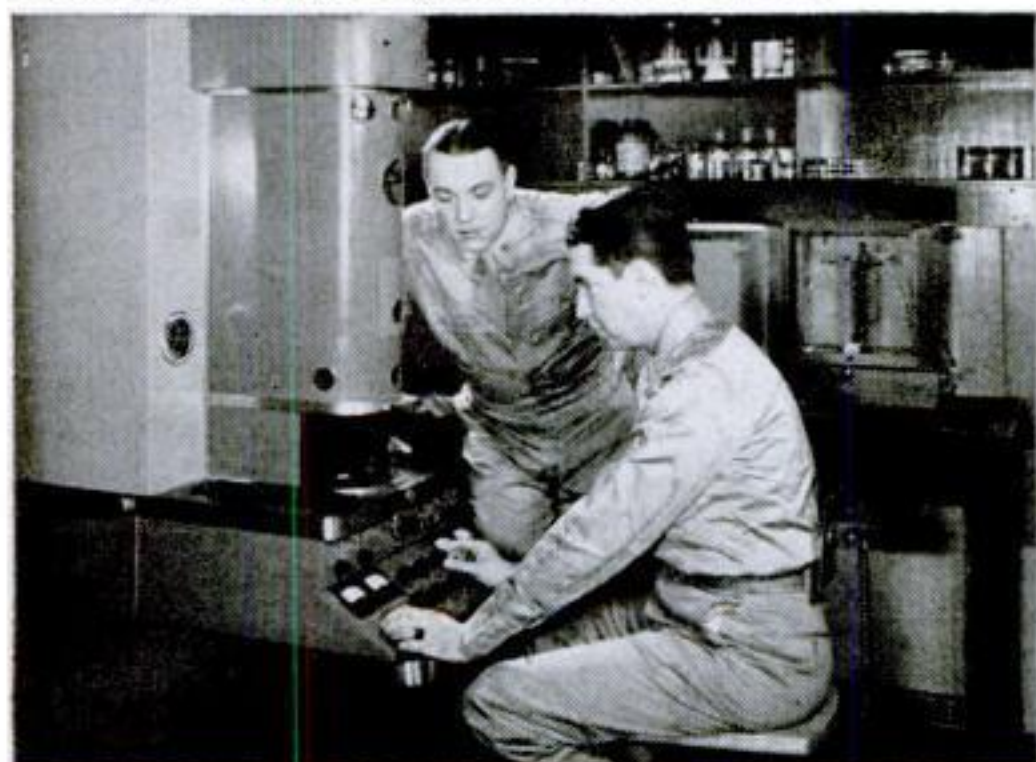


Nutrition and Health: Expert dietitians help medical officers supervise scientific meal planning. Doctors also make diet-climate and diet-disease studies.

Medical Progress: Army policy of testing uses of outside discoveries, such as radioactive isotopes, broadens medical knowledge—keeps Army doctors well-informed.

Peacetime Achievement: On many fronts, from orthopedics to tropical medicine, military physicians work, study . . . develop new weapons against illness and injury.

The Army Doctor's Career offers: ever-widening fields of professional achievement — great security — more opportunity to practice medicine under most modern conditions.



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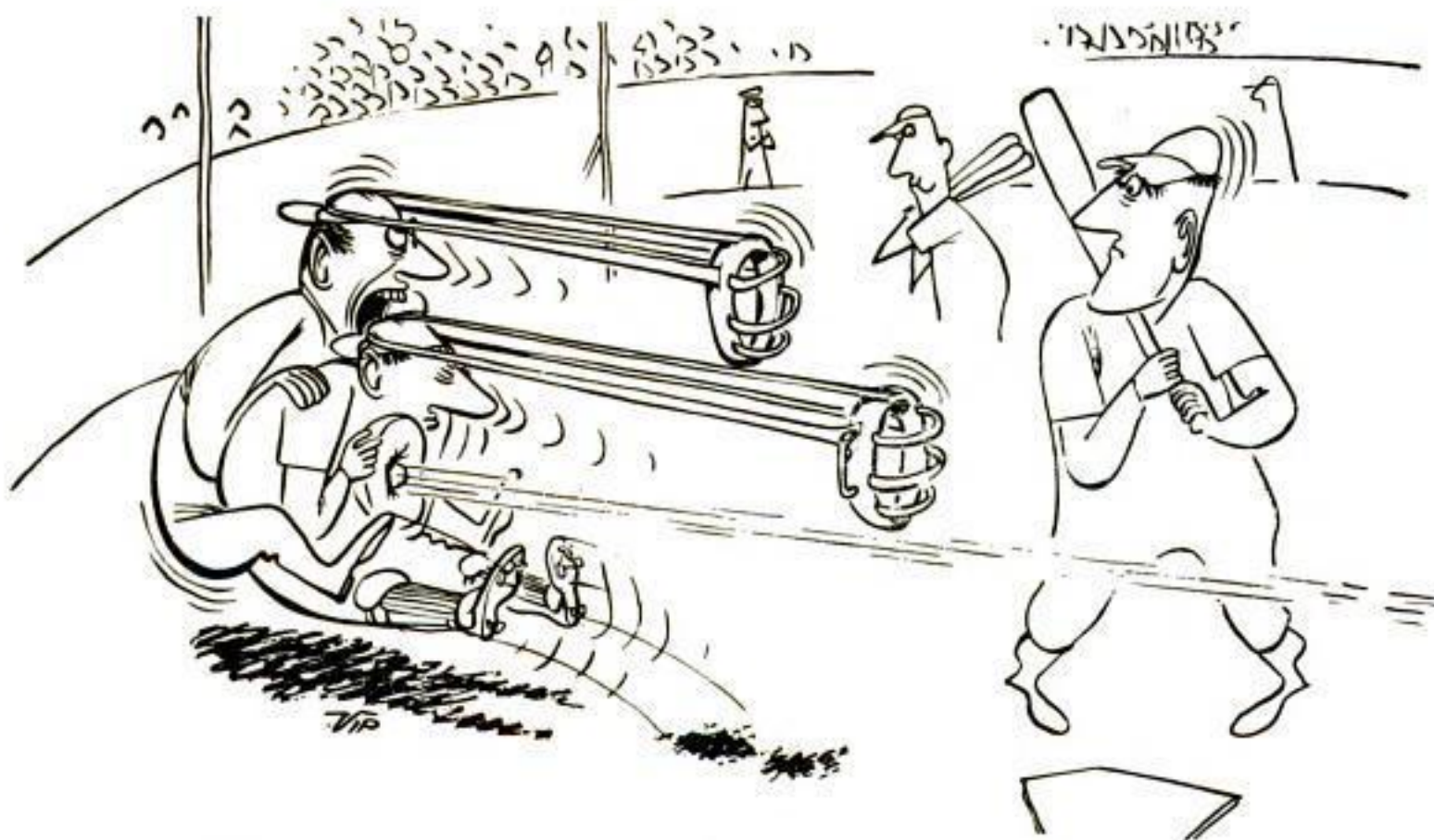
AMERICA'S FINEST MEN CHOOSE U.S. ARMY CAREERS!



"Got a minute? Have a Hires!"

Daddy was a Boy Scout. Now, it's mother who's doing everybody a good turn. 'Cause everybody likes the sparkling flavor with the velvet edge. Made from real root juices —

it makes Hires so delicious! The six-bottle carrier is handy for picnics, or for home. Choose ice-cold Hires, too, at fountains and coin machines. It makes a minute mean so much.



"You could have warned me that this guy is a Wheaties pitcher."

Speaking of strong-arm performance, Cleveland Indians' Bob Lemon pitched 294 innings last season—tops in American League! "And," says Lemon, "I call

on Wheaties often." Famous training dish—these 100% whole wheat flakes, milk and fruit. Nourishing. Wheaties, "Breakfast of Champions!"



YOGI SIGNS 1949 contract with General Manager George Weiss and Manager Stengel (right). He got his nickname because of his bemused expression.

YOGI BERRA CONTINUED

only to the point of begrudgingly giving him an old uniform and a nail—not a locker—for hanging up his street clothes. The team was playing a crowded and important schedule on the road and had a couple of good catchers anyway, and for the remaining 10 days of the trip Yogi sat unhappily on the bench, not even getting a chance to take part in batting practice. At any moment he expected to be shipped off to exile in one of the whistle-stop leagues. Then the team returned to Newark and there was a little more time to examine the rookies. Yogi broke into batting practice and amazed everybody by promptly belting one of the first pitches over the light towers. It turned out that he could perform this feat with regularity and the Newark manager, who loved a long-ball hitter, hustled him into the lineup. He remained there from that day until the Yankees called him up to the majors. Nobody could figure out how he got his hits, because at that time he was even more partial to cutting at bad balls than he is today, but he got them—with such consistency that other players, who know from experience how hard it is to get what they call the "good wood" on a well-pitched ball even when it is right over the plate, often became discouraged and morose.

Off the field as well as on, Yogi is completely unpredictable. He grew up in the Italian "Hill" section of St. Louis, one of the five children of a brickyard laborer, and he knew from the start that he was destined to make his mark as an athlete if at all. He vastly preferred baseball to formal education and left school after the eighth grade to concentrate on his hitting. Even today he has only pity for people who clutter their brains with such unnecessary and frivolous matters as literature and the sciences, not to mention grammar and orthography. Some of the sports writers, noting that he assumes a puzzled expression whenever the conversation turns too far away from baseball, have propagated the legend that Yogi is the Ring Lardner type of ballplayer, with the bone and muscle structure reaching its highest development between the ears. When he was hit in the skull in batting practice in Detroit this year and carried off to a hospital for examination one of the reporters revived an old baseball joke (last applied to Dizzy Dean) and wrote, "X-ray pictures of Yogi's head showed nothing."

Greer Garson is better than Trigger

THE sports writers have been quite unfair. It is true that Yogi's artistic tastes run to comic books and movies. (Although it is not true, as has been written, that he likes Roy Rogers films because the horse Trigger is "so intelligent." Yogi's favorite star, like that of many college professors, is Greer Garson.) It is also true that Yogi sometimes has trouble remembering how to spell the name of the street (Gerard) on which he lives in The Bronx. But this is a matter of choice; Yogi prefers to keep his head clear of extraneous matters so that he can devote all his attention to batting averages and the

CONTINUED ON PAGE 77

"too hot to cook"? Try This!



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MAZOLA Recipe Book**

Mail a post card today, with your name and address, for your free copy of the new 20-page MAZOLA Recipe Book. Tells you how to make delicious cakes... perfect salads and salad dressings... entrees and tempting fried foods. Many new and unique recipes. Address MAZOLA, Dept. G 3, Box 2076, Trenton, N. J.



"Shadow" and "Chiffon" cakes, made with MAZOLA are light, rich and delicious. Use MAZOLA Salad Oil in any recipe calling for melted shortening.



COOL fresh fruit... crisp fresh greens... blended with the delicate flavor of your favorite dressing made with MAZOLA* Salad Oil... so easy, so inviting, so good... as a delightful salad, a delicious dessert, a satisfying main dish for summer luncheons or suppers. MAZOLA Salad Oil blends smoothly with all salad dressing ingredients... whether you prefer French, cooked dressings or mayonnaise. In frying and baking, too, MAZOLA "makes so many good things... better".

Foods fried in MAZOLA are tender, digestible, more delicious. Convenient and economical, MAZOLA is the perfect oil for sautéing, for shallow and deep frying.



Pleasant thought...

Pressed from the hearts of sun-ripened corn kernels, MAZOLA itself is as good to eat as the corn from which it comes. What other salad oil comes from so delicious a source?

*All grocers sell MAZOLA in bottles and in tins.
MAZOLA is a registered trade-mark of Corn Products Refining Co., N. Y.

Seagram's GOLDEN '49ers

MADE WITH SEAGRAM'S ANCIENT BOTTLE GIN

are Cool, Smooth
and Golden!



Golden Gin! It's the gin in Seagram's distinctive Ancient Bottle... the smoothest you've ever tasted... and *naturally* so. Produced by a unique process that means extra patience in the making, it's a golden discovery!

For a *smoother*, cooling summer treat try a **GOLDEN '49er** tonight. Delicious!

'49er RICKEY Squeeze $\frac{1}{2}$ lime into highball glass. Drop in lime shell. Add ice cubes and $1\frac{1}{2}$ oz. of SEAGRAM'S Ancient Bottle GIN. Fill with carbonated water.

'49er COLLINS Juice of $\frac{1}{2}$ lemon, 1 teaspoonful fine granulated sugar, $1\frac{1}{2}$ oz. SEAGRAM'S Ancient Bottle GIN. Shake with cracked ice and pour unstrained into a Collins glass. Fill with carbonated water; stir and serve with slice of lemon and cherry.

Seagram's Ancient Bottle Gin

DISTILLED DRY

AN AMERICAN ORIGINAL

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YOGI BERRA CONTINUED

footwork involved in throwing the ball to second base. Baseball managers often wish that more players would do the same.

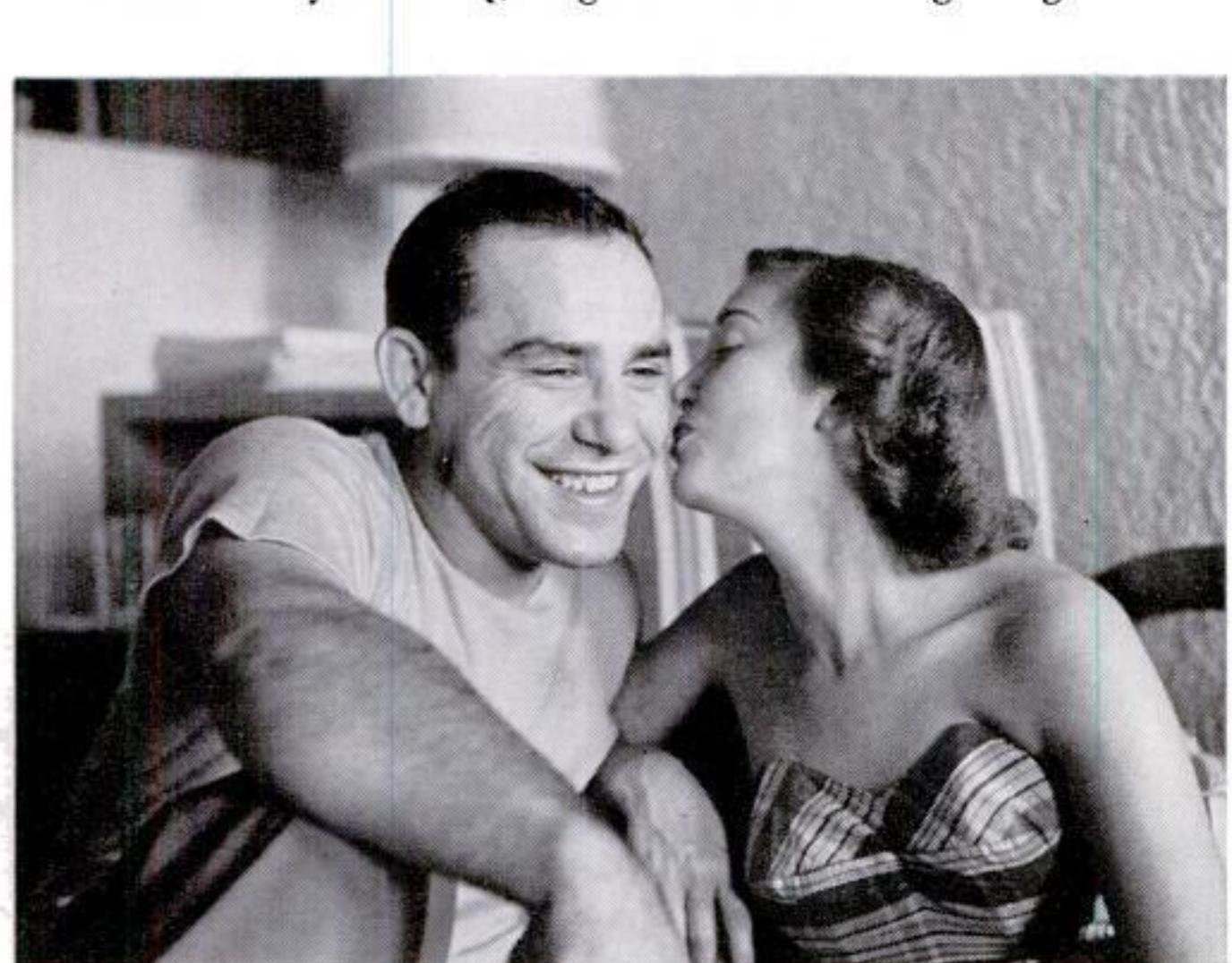
There are so many legends about Yogi that it is very difficult to separate fact from fiction. It seems to be correct that on one occasion, while the Yankees were traveling by train to St. Louis, he sat across from Bobby Brown, reading a comic book, while Brown studied a medical textbook called Boyd's *Pathology of Internal Diseases*—and that when Brown put the book down Yogi asked, "How did yours come out?" It also seems to be correct that in a hotel in



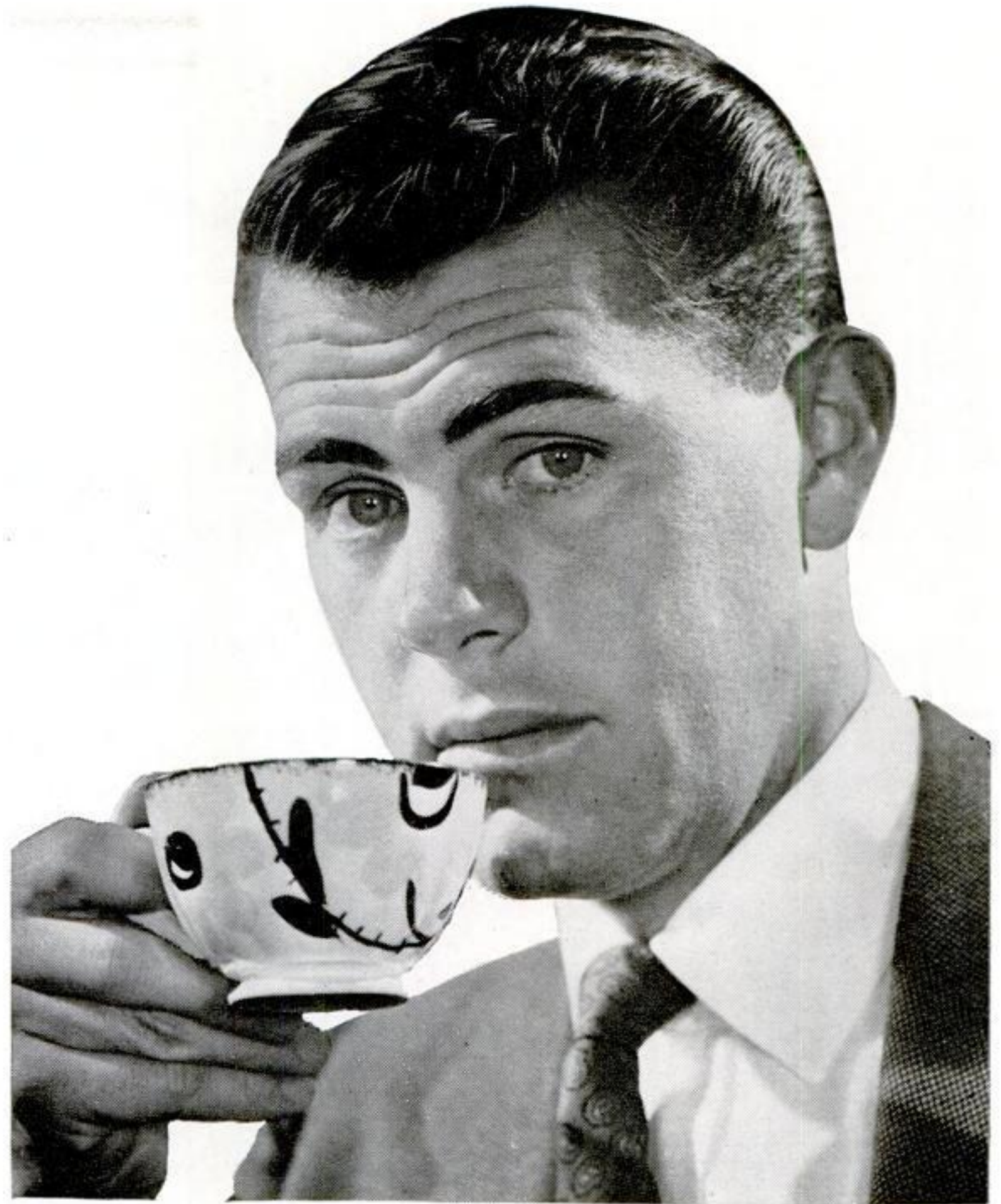
IN RENTED GRANDEUR he marries sweetheart in St. Louis.

Philadelphia, Yogi called the club's traveling secretary, Frank Scott, and announced in great consternation that he could find no bed in his room. Scott told him to pull down the Murphy bed from the closet. In a few minutes Scott got another call and Yogi said, "You still gotta get me another room. This damn thing might snap up in the night."

The newspaper versions of Yogi's automobile accident in Florida last spring, however, seem to be wrong. It was widely reported that Yogi said, after wrecking his car against a palm tree, "I can't understand it. I just took my hands off the wheel and the car got out of control. . . . I was reachin' in the glove compartment for my gloves, but the funny thing is—I didn't bring my gloves south with me." What actually happened, according to a majority of Yogi's associates, was that Yogi was traveling a mere 15 mph while he reached into the compartment, not for nonexistent gloves but for sunglasses, cigarettes or something equally sensible. The car began edging off the road and Yogi related afterward, "I look up and there's two palm trees comin' at me—a big one and a little one. I tried to hit the little one but I missed." At any rate the damage would have been negligible, except that in the excitement Yogi stepped on the accelerator instead of the brake.



DEVOTED WIFE CARMEN, who is 22, a former waitress, busses Yogi before he leaves for clubhouse. They expect a little rookie about Christmas time.



Do you think you're drinking too much coffee?

IT SEEMS that no matter how much people love coffee, they usually worry about drinking too much of it.

You probably do yourself.

And it's only natural—when you realize how the caffeine in coffee can upset people.

So whenever you find yourself feeling nervous and jittery or sleepless at night you probably check up on how much coffee you've had.

Maybe you are being affected by the caffeine in it. Maybe you ought to stop drinking it altogether . . . or at least cut down on it.

Luckily, there's an easier, pleasanter solution.

DRINK SANKA COFFEE

Sanka is a real coffee . . . a delicious-tasting coffee—that you can drink and enjoy without worrying.

Sanka is rich and full-bodied, with all

the satisfying flavor, with all the bracing cheer, that only real coffee . . . and only fine coffee . . . can give.

REAL COFFEE—97% CAFFEIN-FREE

You can drink as much Sanka as you want—any time you want. For Sanka Coffee is 97% caffeine-free. There's no need to limit yourself . . . no need ever to go without the pleasure of a good cup of coffee.

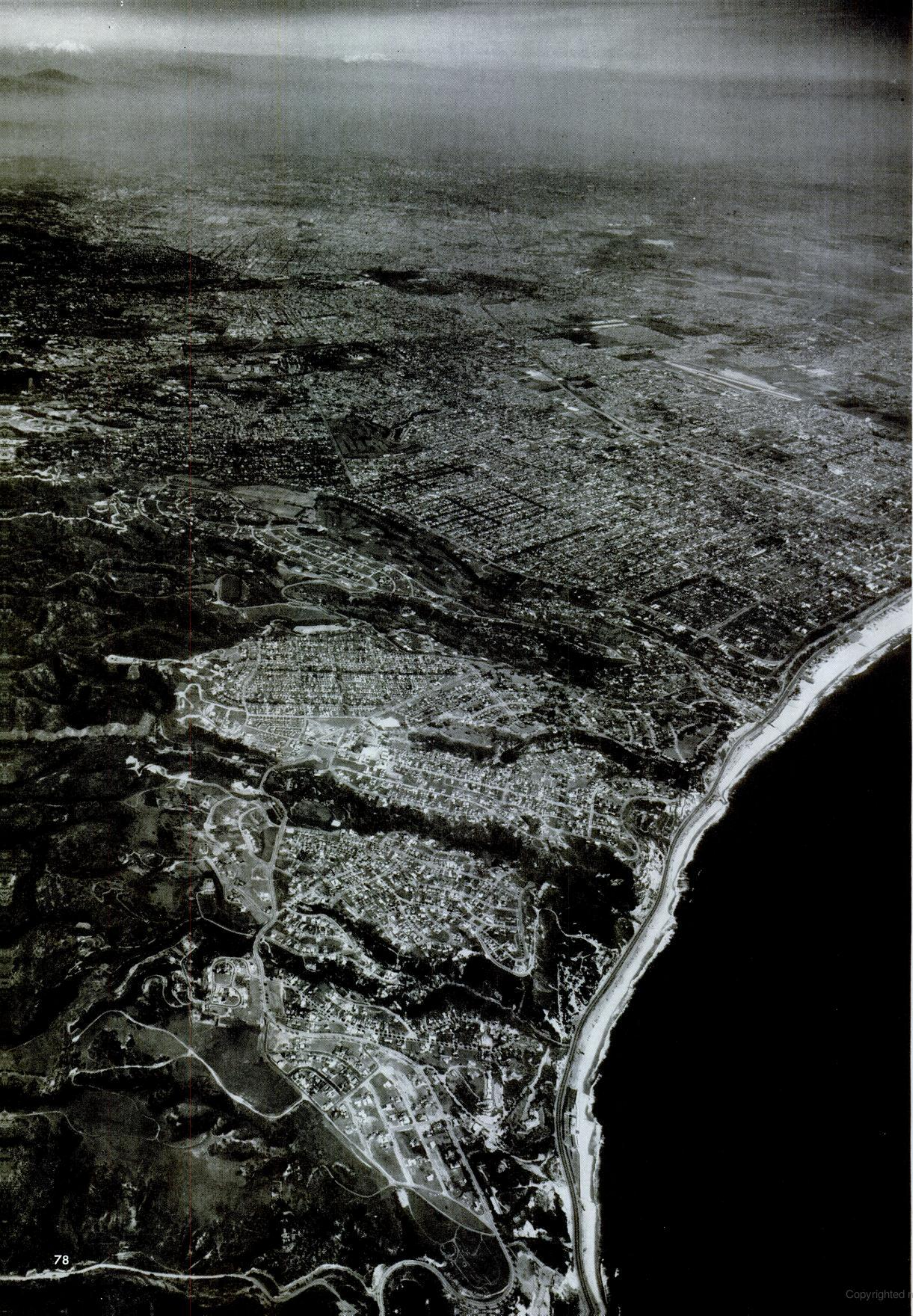
Start drinking Sanka and see for yourself. You have nothing to lose, and possibly a great deal to gain.

Sanka Coffee

Real coffee with the worry taken out.
Drink it and sleep!



Products of General Foods





CRENSHAW SHOPPING CENTER (FOREGROUND) IS 6 MILES OUT FROM DOWNTOWN AREA (BACKGROUND), HAS 25 STORES, 10½ ACRES OF PARKING SPACE FOR CUSTOMERS

CITY AGAINST AUTO

Los Angeles fights way out of world's worst traffic jam

Los Angeles, which has the world's biggest traffic problem, is currently at work on the world's biggest solution to that problem. Across its tangle of downtown streets and its sprawling miles of suburbia, it is building a new grid of broad, limited-access "freeways," which will eventually total 700 miles. Its business enterprisers are raising new shopping centers, of which the famed "Miracle Mile" on Wilshire Boulevard was the first and Crenshaw (*above*) is the handsomest. These have one or more of virtually every kind of store and acres of adjacent parking space, thus relieving many Los Angeles citizens of ever going downtown at all. Yet the battle of city against auto is still an uphill fight.

The reason for Los Angeles' mammoth traffic jam lies in its popularity. This sunlit coastal plain, stretching from the mountains to the sea (*opposite page*), seems to many millions the best place in the world to live. New residents pour in at the rate of 95,000 a year, most of them in search of the indoor-outdoor rancho type of easy living shown at right. They have swelled the scores of separate communities which lie within or adjacent to the city's 453 square miles until they merge into a vast carpet of homes.

Because Los Angeles grew up during the age of the automobile, it never developed more than a rickety caricature of a public transportation system. The Angeleno who has no car is as helpless as an upside-down turtle; as a result there is one car for every 2.6 citizens, a national record. More than a million cars, ever on the move, clog even the broadest streets yet built. The special nature of Los Angeles' traffic problem and its special urgency arise from the fact that Los Angeles is a decade or so ahead of other cities in its automotive culture. In its mighty efforts to solve its traffic problem, the citizens of many other U.S. cities may see their own future.



HOME IN BRENTWOOD area offers the attractions for which Angelenos accept traffic horrors. To live in his half-acre, eight-room rancho, the owner, Austin Peterson (*foreground*), drives 30 miles each day to and from his advertising job.



AN APARTMENT BUILDING ROLLS across Santa Monica Boulevard at midnight. Because it stood in the way of the Hollywood Freeway, the building

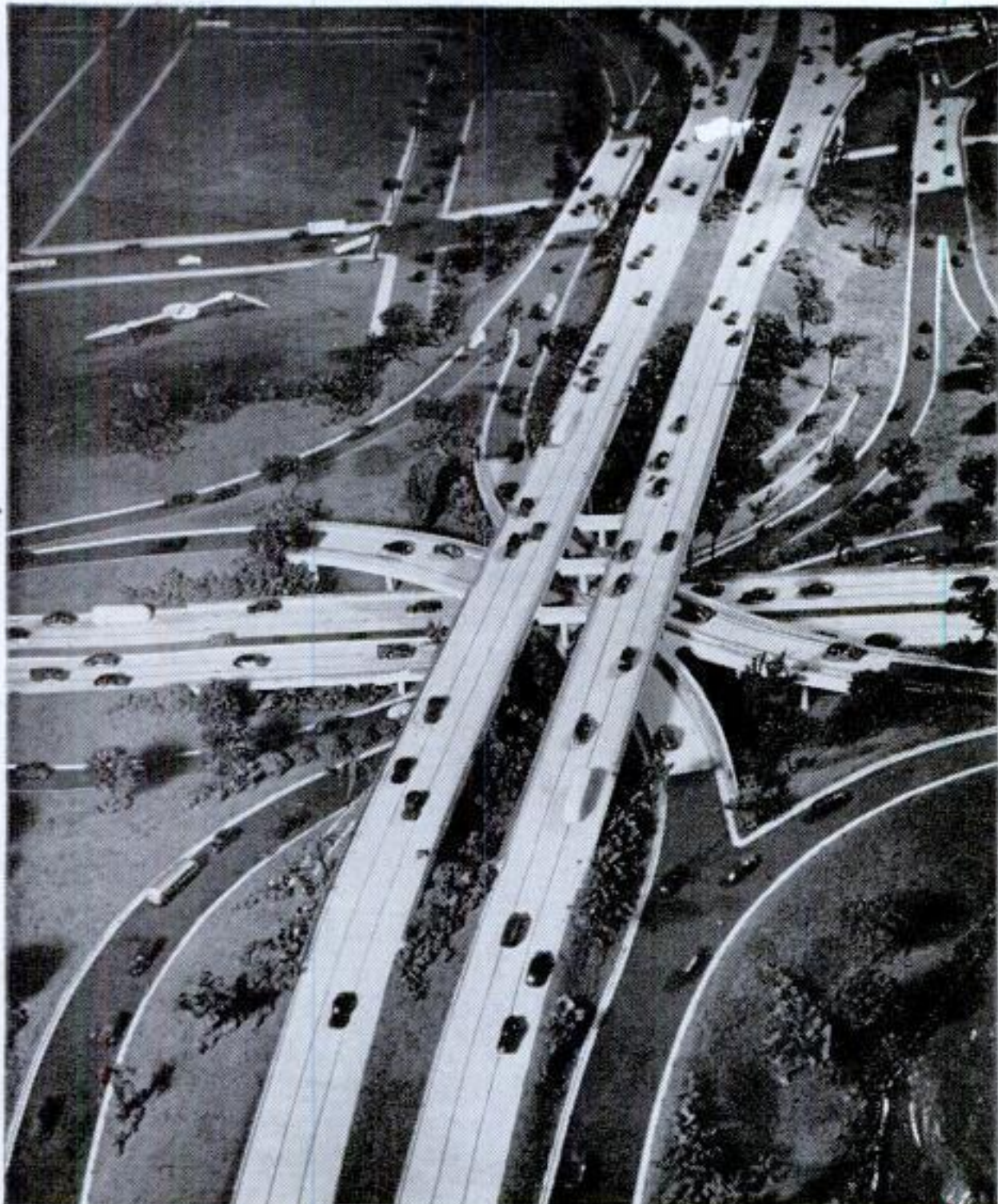
was cut into three sections, each 50 feet long and 45 feet high, and was reassembled 4 miles away. Owner had choice of moving building or selling it to the state.



GRADE SEPARATION GOES UP IN SIGHT OF CITY HALL TOWER (BACKGROUND)

ROADS: \$1 BILLION

To stitch a lace-work of limited-access highways across itself, Los Angeles is cutting long swaths through its residential areas and even its very heart (*above*) and demolishing or moving millions of dollars' worth of structures that stand in the way of the new thoroughfare (*opposite page*). It is also building the world's first four-highway, four-level grade separation at the junction of the Hollywood, Santa Ana, Arroyo Seco and Harbor freeways (*below*). Built by pay-as-you-go financing, the first 165 miles of freeways will take 10 years, cost \$300 million. The whole program will cost a billion dollars and will be completed about 1990.

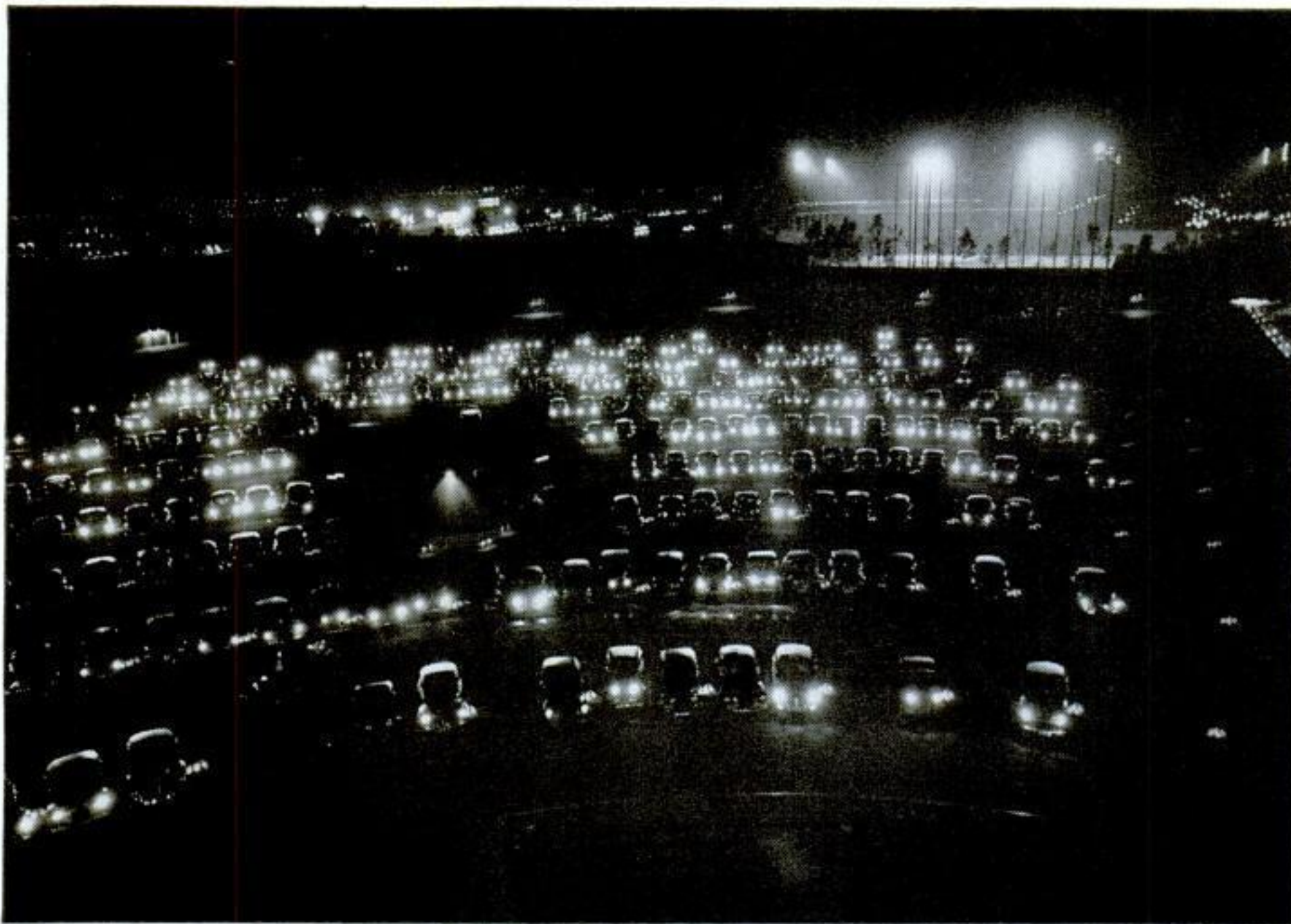


HUGE GRADE SEPARATION, shown in scale model, will cost \$5 million, use four levels to interchange traffic from four major freeways.



LIKE STEPPING STONES across the city, bridges are flung over existing streets for freeway. This aerial picture was taken before highway sections were built between bridges.

LIFE WITH CAR



GILMORE ISLAND, one of world's biggest amusement centers designed for motoring customers, has

a drive-in movie (*foreground*), baseball park, football and racing stadium. Almost no one walks to it.



DRIVE-IN GROCERY permits its customers to motor through, stopping at the counter to buy and

stowing purchases in car. Other California drive-ins include florists, shoe repair shops, banks, laundries.



RUSH-HOUR TRAFFIC is tied up in confusion at Sixth and Olive Streets as this telephoto lens picture





shows. Typical of big-city congestion, Los Angeles' downtown area is distinguished by fact that house-

wives sometimes avoid it for as long as two years. Below is Santa Anita race-track parking lot, which holds

30,000 cars. "If all else fails," a wag once said, "Angelenos can make a living washing each others' cars."





ACRES OF NEW HOMES, MOSTLY IN THE \$12,000 CLASS, CREATE REGULAR ROWS IN AREAS LIKE WESTCHESTER, EACH ONE ADDING ANOTHER CAR TO THE CONGESTION

BIGGEST MOTORCYCLE CORPS PATROLS STREETS

To meet the postwar demand for houses, California builders like Henry Kaiser and Paul Trousdale built square mile after square mile of individual new homes in the Los Angeles area, 500 to 2,000 at a time (*above*).

These developments put a new strain on the

municipal water supply, which comes 358 miles and must eventually limit the city's growth, and on the long-inadequate highways. To patrol its 5,680 miles of streets, Los Angeles has the world's biggest motorcycle force (*opposite page*). Tough and efficient, this force of 453 men

has helped reduce traffic deaths from 483 in 1946 to 285 in 1948. But in a city which is already the nation's fourth biggest and is likely to top three million by 1970, the traffic cops as well as the city planners must run a hard race against time and Los Angeles' rising tide of automobiles.



LINED UP FOR REVIEW, Los Angeles' enormous and well-equipped motorcycle force is a speeder's nightmare. It bears the main responsibility for policing

Los Angeles traffic, hands out 204,000 traffic tickets a year, virtually none of which can be "fixed." Jail sentences for first speeding offense are not uncommon.

Toni announces 2 exciting new developments

NOW! TONI IS TWICE AS EASY—

1.

NEW SPIN CURLER

*Cuts winding time
in half. Makes it
double-easy!*

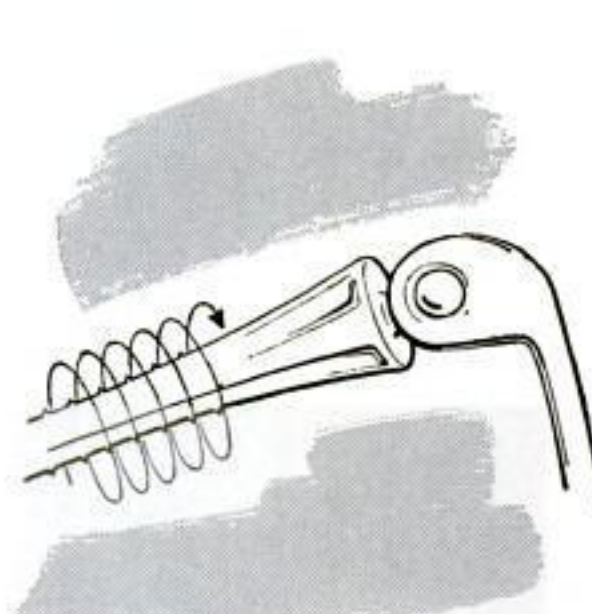
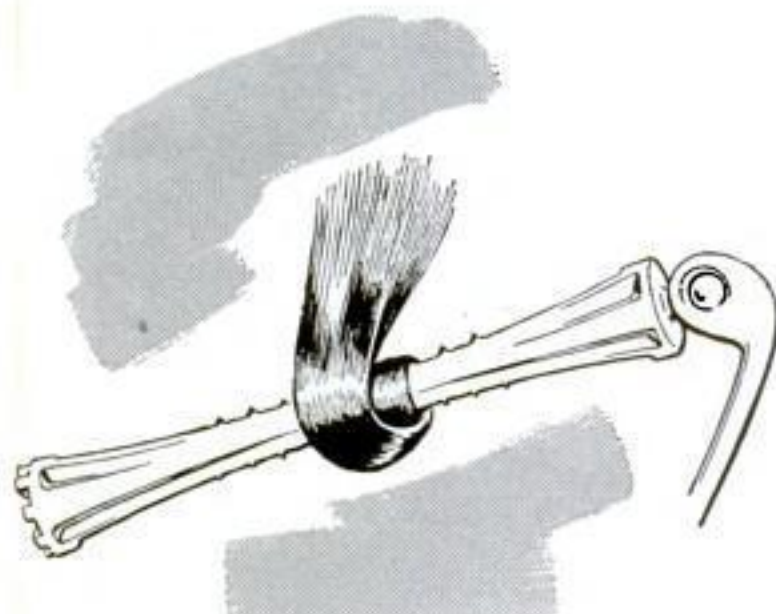
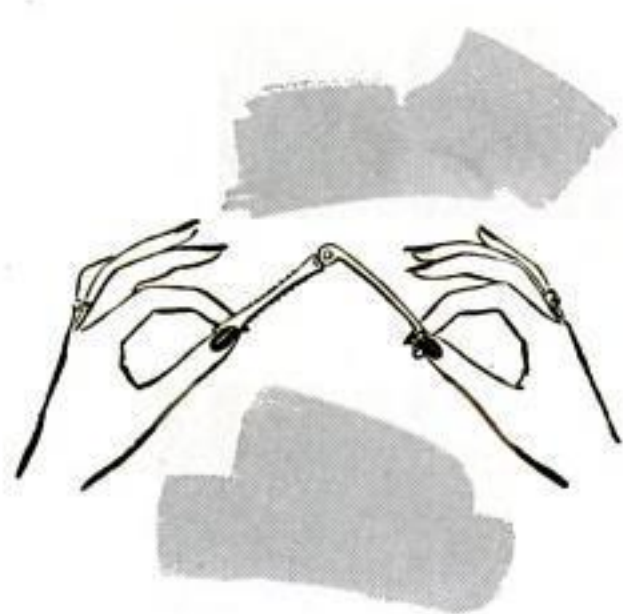
NO RUBBER BANDS!

NON-SLIP GRIP!

**EASY-SPIN
ACTION!**

SNAPS SHUT!

PATENTED!



New exclusive Toni SPIN Curler is all plastic, all-in-one! Grips...spins...locks with a flick of the finger and your hair is up! That easy. It's the most exciting development since Toni was introduced! Everyone who has used the new SPIN Curlers says "they're an amazing improvement!"

Non-Slip Grip holds the tip-ends of your hair secure and evenly spaced! They don't slip and slither away. So there's no need now to start over and over again! The shortest ends, even wispy neckline strands of hair, become easy to manage, begin to roll smoothly on new Toni SPIN Curlers!

Easy-Spin Action — built right in, rolls each curl up in one easy motion. Two fingers twirl the revolving end of the curler and up goes your hair in a smooth, perfect curl. It's easy as A B C. New Toni SPIN Curler whirls up your hair faster than you ever dreamed possible!

Snaps Shut — No Rubber Bands. Just snap this all-plastic curler shut and your curl is wound. A better, longer-lasting curl than ever before because Toni SPIN Curler winds closer to the head. Winds more hair on each curler, too, so you use fewer curlers! Cuts winding time in half!

HOME PERMANENT -TWICE AS FAST

2.

NEW FASTER PROCESS

*Gives you the most
natural-looking
wave ever!*



SPECIAL COMBINATION OFFER! *Quantities limited! Get Yours Today!*

NEW *Toni* REFILL KIT

Guaranteed to give you the most natural-looking wave you've ever had. New Photo Method directions show you how Toni waves many types of hair in as little as 30 minutes.

\$10.00



SET OF NEW *Toni* SPIN Curlers

No more rubber bands—all plastic—all-in-one. Makes every wave from now on twice as easy.

\$12.90

(\$2 when bought separately)

Included in this offer—Toni Creme Rinse to make your Toni wave more lustrous . . . easier to set and style!



The Girls

More formally known as the Tuesday Bridge Club of Independence, Mo., they are shown above as they gathered to welcome Bess Truman back home last month. In the bridge session which followed, the First

Lady displayed her card sense and walked off with the prize, an antique china sugar and creamer set. From left, the players are Mrs. Oscar King, Mrs. Leslie Shaw, Mrs. Alonzo H. Gentry, Mrs. John



Hutchison, Mrs. J. C. Noel, Mrs. Tom Twyman, Mrs. George Wallace (sister-in-law of Mrs. Truman), Mrs. Mell Pallette, Mrs. E. K. Crow and Mrs. Mize Peters.



HER LATEST FORMAL PORTRAIT

Bess Truman and Her Town

To the girl from the Gates Mansion, Washington is a dull place compared to Independence, Mo.

by LILIAN RIXEY

THE Tuesday Bridge Club of Independence, Mo. is in most respects just like thousands of other such groups scattered all over the U.S. The members of these social sodalities are usually plump, gay and gregarious. Though middle-aged, they are called "The Girls," by themselves as well as by their affectionate and comfortably well-off husbands. The husbands, who are known as "The Boys," prefer their own brand of silent, root-hog-or-die poker to the talky bridge their wives play. The Girls meet usually once a week. After consuming an elaborate chicken-salad-and-aspic luncheon topped off with a whipped-cream dessert, they run through a few ragged rubbers of contract. But bridge is never allowed to interfere with the real business

of the day, which is to exchange menus and small-town gossip and to talk children, fashions and husbands, in that order.

The Independence Tuesday Bridge Club is nevertheless different from all others because it has one uniquely distinguished member, Bess Wallace Truman. These days Mrs. Truman has to spend most of her time in Washington, but she still feels more at home among her Tuesday Bridge Club friends in Independence, where she has lived for most of her 64 years.

The 10 stay-at-home Tuesday ladies, being Missourians, are not in the least awed or tonguetied by the presence of the distinguished 11th member who must travel from Washington to be with them. After all, they were accustomed

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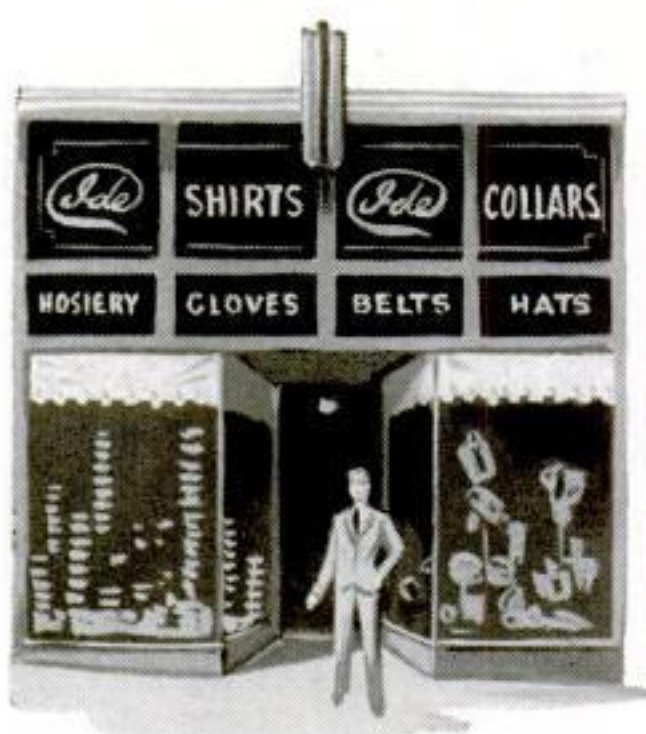
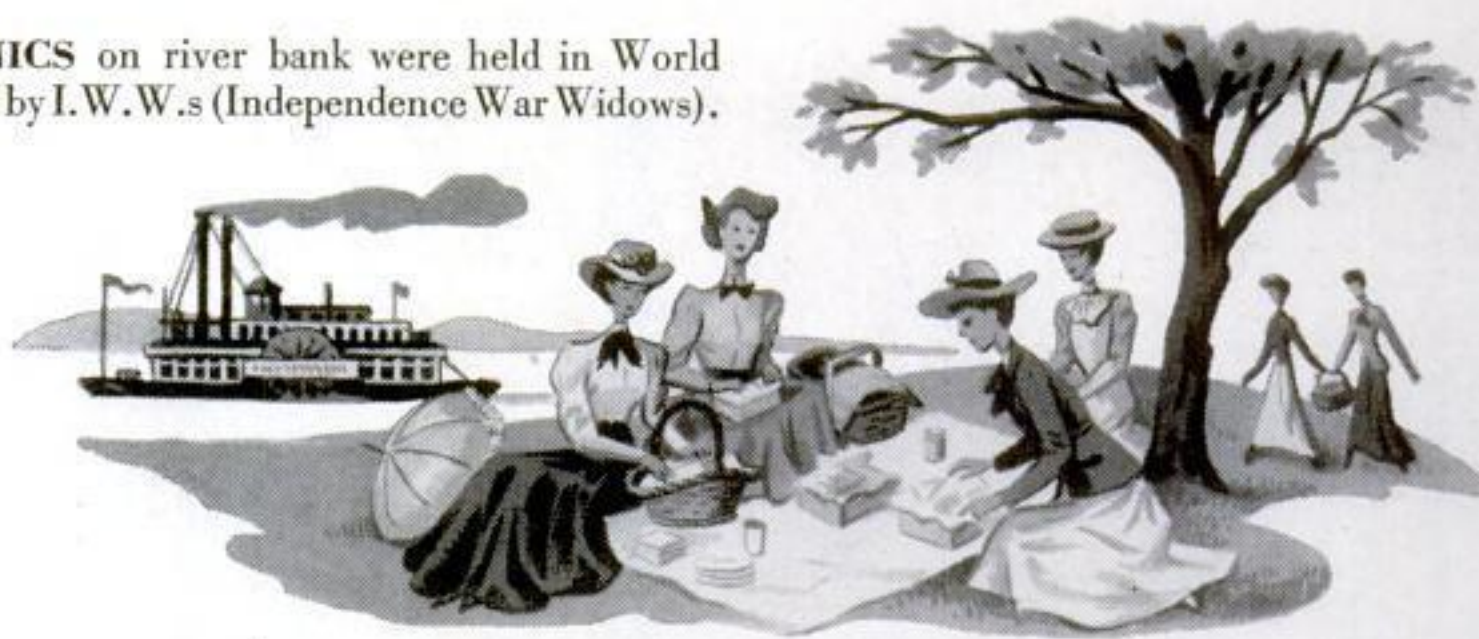
The Boys

Mize Peters (right), once a beau of Bess Wallace's, tells a story before The Boys begin poker. The others are, from left, Businessman C. C. Bundschu, Councilman J. C. Noel, Banker Stanley E. Gregg, Postmaster Edgar G. Hinde, Judge Henry Bundschu.

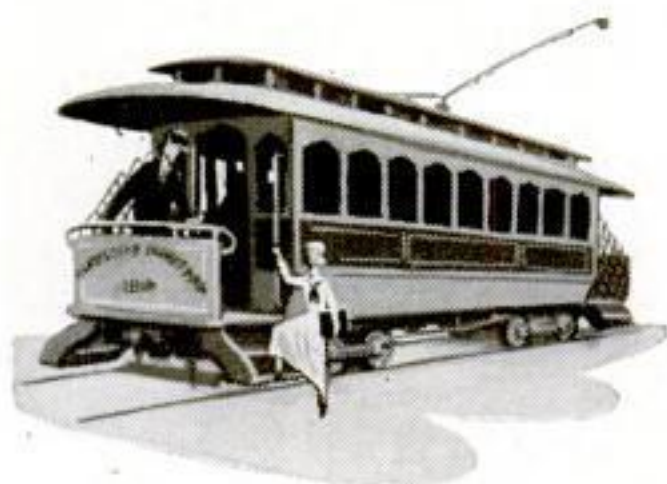


ICE SKATING on Bryant Pond was favorite pastime of young Bess.

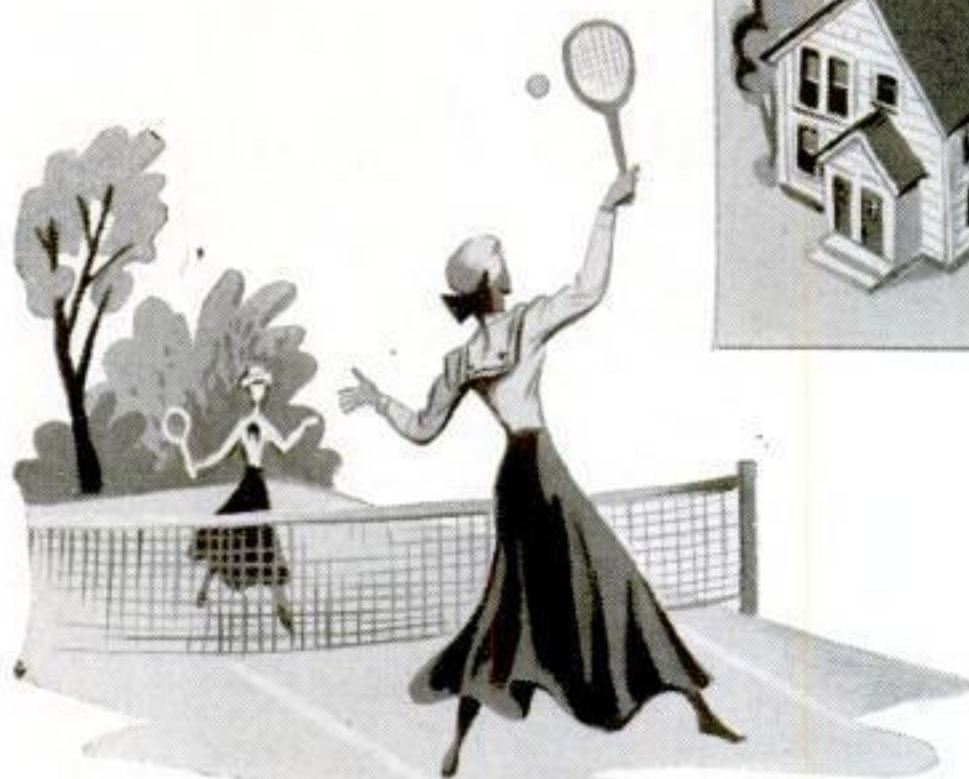
PICNICS on river bank were held in World War I by I.W.W.s (Independence War Widows).



HABERDASHERY which failed was early venture after marriage.



TROLLEY took Bess every day to her finishing school in Kansas City.



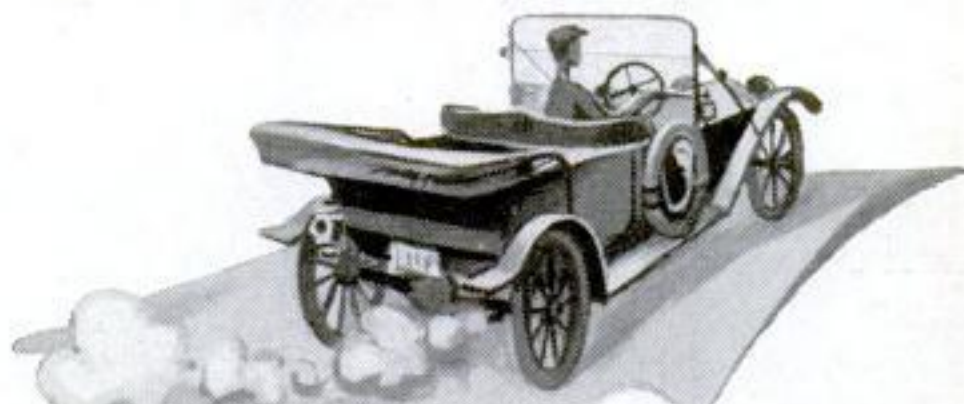
AT TENNIS Bess regularly trounced most of her opponents. Playing with her brothers made her good at games.



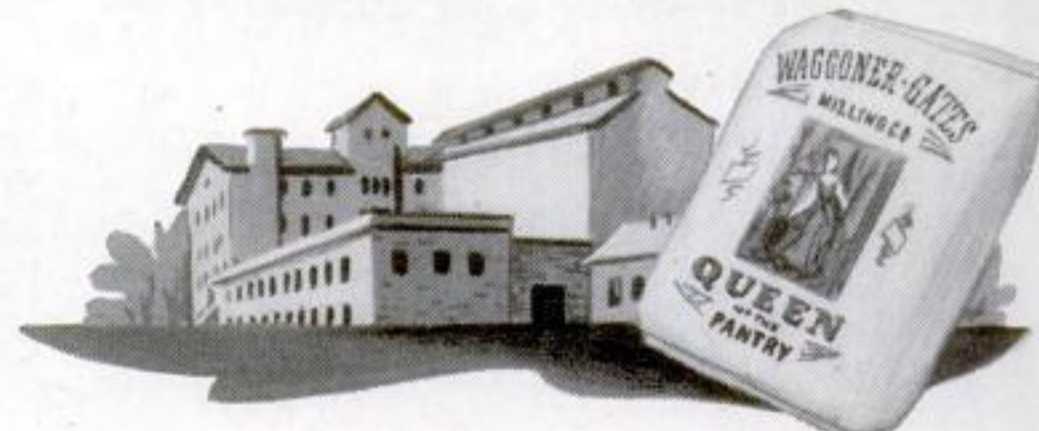
BESS TRUMAN'S INDEPENDENCE

This drawing, a free rendering of one section of Independence, Mo., shows the relative location and general appearance of houses and buildings closely associated with Bess and Harry Truman. A number of streets which actually intervene between those shown have been omitted. The sketches which border the drawing recall episodes and activities in Bess Truman's early life.

H. K. Stoessel



SUITOR HARRY drove his Stafford 30 miles from the family's farm to court granddaughter of Miller Gates.



MILL, founded by Bess's Grandfather Gates 82 years ago, still produces income from Queen of Pantry Flour.



ON A SUNDAY AFTERNOON in the early 1900s Bess Wallace half buries her face in watermelon on the lawn of the Gates Victorian Mansion, where she often entertained friends. The other feasters are (left to right) Bess's youngest brother Fred, now 46 and

living in Denver; Ethel and Nellie Noland, neighbors from across the street (below); Brother Frank, now 62 and an officer in the family mill; Brother George (wearing hat), now 57 and Jackson County road commissioner, and her then current beau, Will Boger.

BESS TRUMAN CONTINUED

to thinking of her as a person of special importance long before she went east as the wife of the junior senator from Missouri. They can tell you how her grandfather, George Porterfield Gates, made a solid fortune in lumber and flour so that Bess was born into the top of Independence society. And they share with her memories of the horrendous Swope-Hyde murder trial, easily the most exciting event to stir up Independence before Harry Truman became President. So when Bess Truman comes home for a visit with The Girls they are apt to treat her with affectionate and easy-going humor. On one occasion recently, at Mrs. Mize Peters', they solemnly rose in a body on a prearranged signal as Mrs. Truman entered, bowed stiffly from the waist and intoned in unison, "Welcome home, Madam President!" The response to this formal greeting was exactly what The Girls expected.

"Oh, sit down! Sit down! You all make me so mad!" said the First Lady.

The Tuesday ladies noted with approval that neither Washington protocol nor the nation's surprising endorsement of her husband in November's elections had succeeded in changing Bess Truman one bit. They promptly proceeded to make her feel right at home again by calling her "Bess" in the very next breath.

On Mrs. Truman's invitation three years ago, the Tuesday Bridge Club converged on the White House for a much publicized weekend. Mrs. Truman kept her visitors so busy they had little time for bridge. They posed for photographers on the White House lawn, swam in the White House pool, went to the circus and took a trip down the Potomac on the presidential yacht *Williamsburg*. Two of The Girls slept in state in the famous Lincoln Room. The two so honored, whose forebears came to Missouri from Virginia by way of Kentucky, were a little distressed to think what their Confederate grandmothers might have said about their sleeping in the very bed of the "Black Abolitionist."

While The Girls were in Washington, The Boys back in Independence

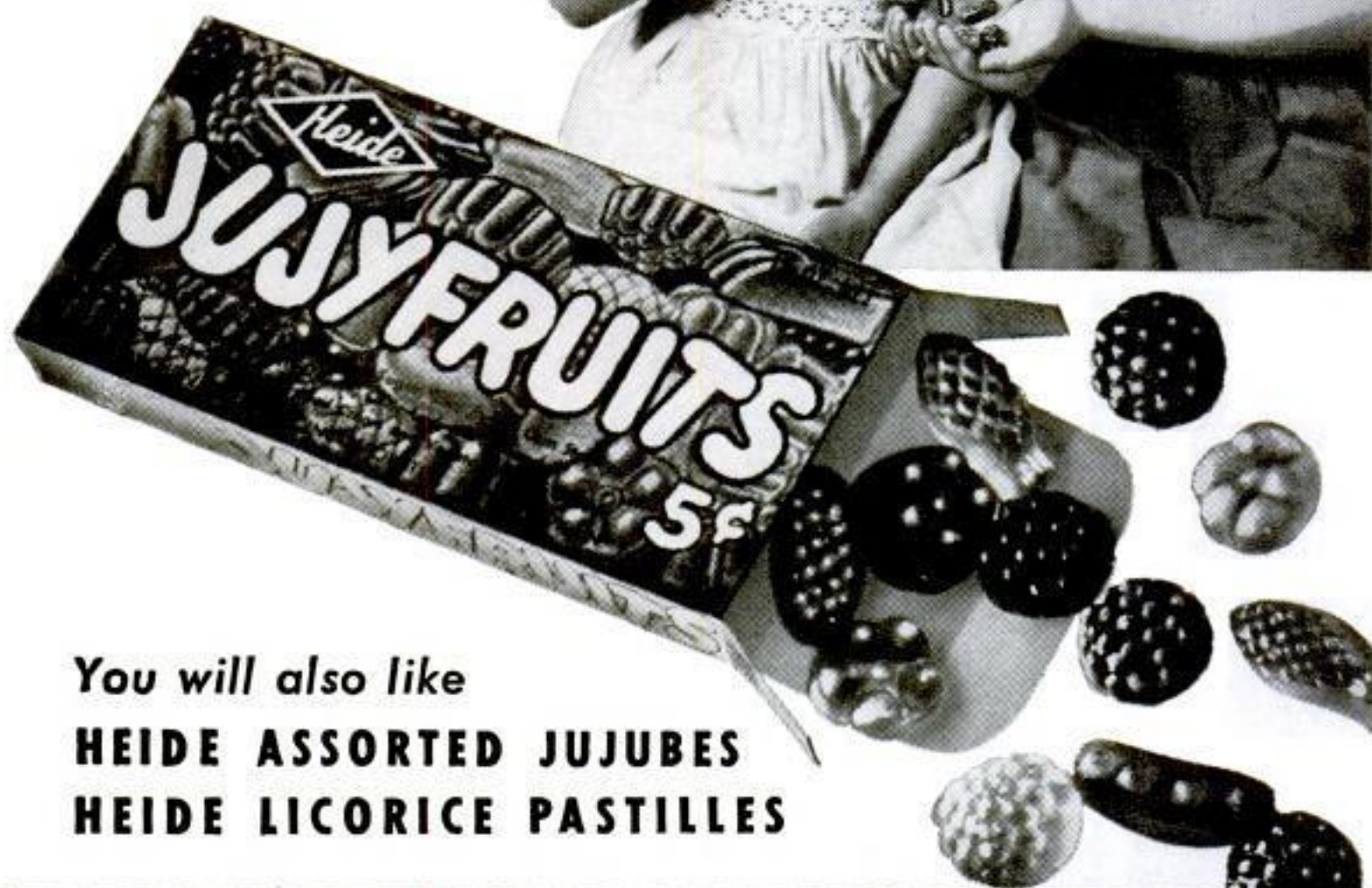


THE NOLAND SISTERS, Miss Ethel (left) and Miss Nellie, remember vividly how their cousin Harry courted Bess Wallace. Now schoolteachers, they keep scrapbooks on Washington, frequently write Cousin Harry exactly what they think of his speeches.



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HENRY HEIDE, INC., NEW YORK, N. Y.



MRS. TRUMAN'S PARENTS, Madge Gates and David W. Wallace, were "handsomest couple in town." He was Missourian; she came of Vermont stock.

BESS TRUMAN CONTINUED

arranged a series of Dutch-treat, dime-limit, penny-ante games of their own. But their hearts were not really in it. The general sentiment around the green-baize covered table seemed to be best expressed by City Councilman J. C. Noel, who said, "All I hope is that Bess is having herself a good time with The Girls. You know, it must be pretty lonesome for her there, so far from Independence and all her old friends."

Councilman Noel's remark explains why people who meet Mrs. Truman for the first time in official Washington find her poker-faced and almost monosyllabic, in sharp contrast to her daughter Margaret, who chats freely and easily, just like her father. They note Mrs. Truman's cold and appraising blue eyes, her firm but final handshake, and they come away with the impression that she is performing all the difficult duties of White House hostess to the letter, but that she is certainly not enjoying them. This impression is correct. Mrs. Truman did not want to leave Independence in the first place, back in 1935, when her husband was first elected to the Senate. On one of her early trips home to Independence she admitted that she had hated leaving because she "feared the coldness of an eastern city." Over a period of 10 years as a senator's lady she did not grow any less homesick.

As a senator's wife Bess Truman cooked and kept house without a maid in a five-room apartment on Connecticut Avenue. She also served as secretary in her husband's office (at \$4,500 a year), advised him on his reports and speeches and attended lunches with the other senators' wives. These lunches she found less stimulating than the all-afternoon sessions of the Tuesday Bridge Club back in Independence. Later, when Harry Truman became Vice President in 1945, she was invited to preside over these Senate ladies' luncheons, but instead she stopped going altogether because, she confided to a friend, "They bore me."

To escape that kind of boredom, Mrs. Truman manages to get back to Independence each year in time to join the bridge ladies on their annual June picnic to Basswood Lake in Platte County. On these outings Mrs. Truman likes to sit out a hand or two of bridge in order to fish all by herself for bass and catfish.

When Bess comes home

EVERYONE in Independence knows when Bess is coming to town. They know because someone tells them that Mrs. Wallace, the one who is the wife of Mrs. Truman's brother George, has just been over to the big house on North Delaware Street to run up the blinds and turn down the beds. They know because Roger Sermon, who has been the town's grocer as well as its mayor for 25 years, told someone that the other Mrs. Wallace, the one who is the wife of Mrs. Truman's brother Frank, put in an order that very morning to be delivered to the summer White House.

When Bess Truman travels to Independence she does so, of course, in the plush presidential car, hitched on to a regular run of the Missouri Pacific. After skirting the Big Muddy all the way up from St. Louis, it pulls into the small brick station between 7 and 10 p.m. It is greeted by secret service men, a few local policemen and the two brothers Wallace and their wives. The other spectators are the local photographer, Vernon Galloway, and a half dozen assorted station loiterers standing by a sign which reads: INDEPENDENCE, THE HOME OF PRESIDENT HARRY S. TRUMAN. First to descend from the special car is usually Mrs. Truman's mother, Mrs. David Wil-

New and Wonderful! ... by BENEX Brushless



SAIL THROUGH EVEN TOUGHEST WHISKERS!

PATENTED "WETTING AGENT" IN NEW BENEX SOAKS ANY BEARD SOFTER—ACTUALLY MAKES BEARD $\frac{1}{3}$ WATER!—SO RAZOR WHIZZES THROUGH!

SMOOTHER, EASIER SHAVES BY TEST!

IN ACTUAL SHAVING TESTS BY HUNDREDS OF MEN, NEW BENEX WON OVER EACH LEADING BRAND TESTED!

At drug counters... or try sample...

EASY ON—
EASY OFF—DOES
NOT CLOG RAZOR

EXTRA COMFORT!
AFTER-SHAVING ACTION
LEAVES SKIN FEELING FINE!



FREE! Send for generous tube! A full month's supply!

Paste on penny postcard if you wish. (This offer expires Dec. 31, 1949.)

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GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



Tip for party-flinging parents:

TREAT THEM TO FLORIDA CITRUS JUICES INSTEAD!

BETTER FOR THEM—When the young crowd gathers at your house, serve them ice-cool Florida Orange Juice—Grapefruit Juice—or Blended Orange-Grapefruit! While they're enjoying these flavor-favorites, they're getting valuable vitamin C and other health-giving elements that are *good* for them!

CHEAPER FOR YOU—Total up the difference in cost between these healthful fruit juices and bottled drinks! Florida canned citrus juices are *joyously* inexpensive—actually cost *less* than

they did 5 years ago. That makes them just about the cheapest beverage you can serve!

MORE FUN FOR ALL—Dad, Mother, and youngsters all have more fun when everything's informal and *easy*! Florida canned Orange Juice, Grapefruit Juice, and Blended Orange-Grapefruit Juice store easily on shelves, cool quickly in the icebox—pour straight from the can. No bottles to break or return—no caps on the floor—no fuss, no bother!



**YOUR BEST BUY IN GOOD-HEALTH—
GOOD-FUN DRINKS!**

FLORIDA

CANNED CITRUS JUICES

FLORIDA CITRUS COMMISSION, LAKE LAND, FLORIDA





TRUMANS' HOME, Gates Victorian Mansion, was begun in 1865 by her grandfather. He built additions as his family grew, winding up with 17 rooms.

BESS TRUMAN CONTINUED

loch Wallace, who lives with the Trumans in Washington. She is 87 and arthritic but still manages to look tall and commanding as she is helped from the observation platform. Next to descend is Vietta Garr, the colored cook who was with the Trumans for 16 years before they left Independence and who rejoined them recently in Washington. (On one occasion when Vietta left for the White House, the colored folk of Independence gave her a royal send-off, marching her to the station with a full-dress band and huge banners bearing the inscription, "Our First Lady.") If Margaret Truman is in the party she comes out of the train next, looking almost painfully happy and relieved to be home. Bringing up the rear in businesslike fashion comes Bess Truman, silently steering her charges ahead. The family embraces almost without a word, and then Mrs. Truman and Margaret usually agree to pose somewhat stiffly beside one of the cars for Photographer Galloway's one or two shots. Margaret settles into what has now become a sweetly patient smile, and Mrs. Truman pays no attention at all to Mr. Galloway's flash. Her modish black hat is slanted too far forward on her forehead, giving her the look of a little Missouri side-wheeler going full steam ahead. She is not at all interested in how she will look, but in whether Vietta has stowed all the parcels away and whether her mother has been properly seated for the short ride up the hill to their home. Next morning the U.S. flag goes up on the lawn of No. 219 North Delaware Street.

No. 219 North Delaware was an Independence show place long before it became what Missourians are amused to call "the Hyde Park of the Middle West." It has reached its present status as the home of the President through matrilineal descent and is known in Independence not as Harry Truman's or even as Bess Wallace's house, but as "the Gates Victorian Mansion," after George Porterfield Gates, Bess Truman's mother's father. It is a large, three-story, white clapboard house with wide verandas, an abundance of lacy wooden fretwork, gingerbread gables and stained-glass bays.

George Porterfield Gates brought his family out to Independence from Lunenburg, Vt. in 1865, just after the Civil War, and was soon doing well with Queen of the Pantry Flour, advertised as making "the best hot biscuits in the world." Independence tradition has it that one of Gates's three daughters, Madge, Myra and Maude, was the model for the flour's trademark, an elegant lady wearing a bustle dress of the 1880s. Of the three, Madge Gates, Bess Truman's mother, is always spoken of in Independence as "the queenliest woman the town ever produced." Bess's father was a Southerner, David Willoch Wallace, son of the town's mayor, deputy customs collector of Jackson County and "the handsomest man in town." After their marriage they lived in a house only two blocks north of the Gates Mansion on North Delaware. David Wallace died in 1903, after they had had three children—Bess, Frank and George—and a fourth child, Fred, was on the way. Madge Gates Wallace then moved back with her children to the Gates Mansion, which was big enough to accommodate three generations comfortably.

The Gates Mansion has 17 big rooms, with a wide center hall and a dark walnut stairway. The hall is flanked on the right by a large old-fashioned parlor with a stained-glass bay and a marble-mantled fireplace. On the left is the music room, where Harry Truman once

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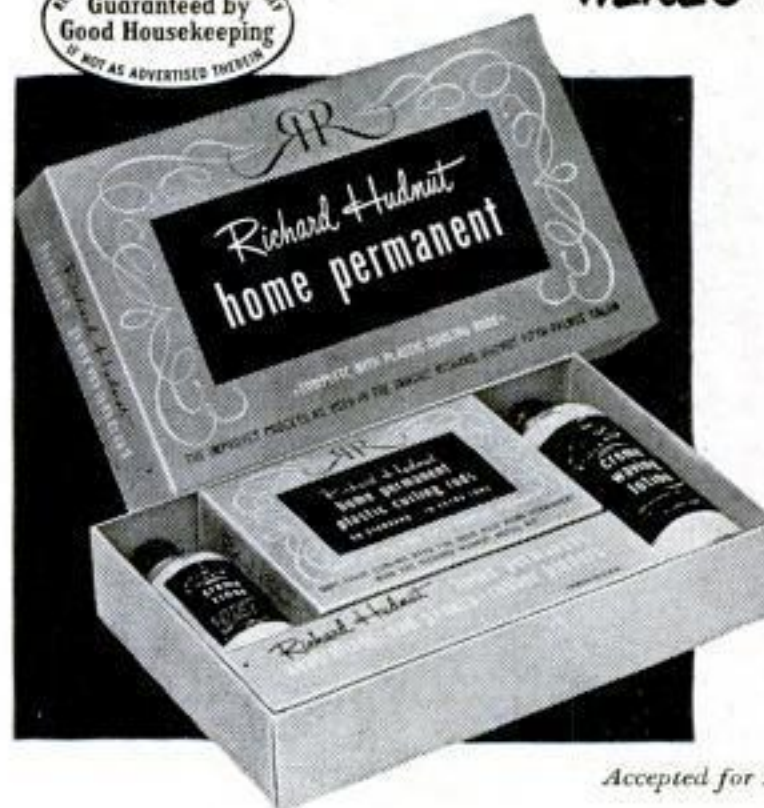
SALON-SAFE FOR HAIR THAT LACKS "BODY" SALON-SMART FOR EVERY HEAD

Here's a new, gentler home wave that's safe for even the soft, fine-textured hair that lacks "body"! Yet this home wave is efficient enough to give strong, deep, luxurious waves that really stay in and hold up!

It's the new, improved Richard Hudnut Home Permanent! With it, you use the same sort of preparations...even the same improved cold wave process found gentlest and best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. If you can roll your hair on curlers, you'll manage beautifully!

There isn't a more luxurious, softer, more natural-looking home wave for any head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

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Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever.



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You get these 2 BIG EXTRAS with CLOROX

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ROGUE
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*f*abrics are sleek, cool, lightweight.
Colors are bright, smart, different.
You'll like the *B.V.D. *Rogue Sport shirt... its wonderful buttonless, slip-over collar makes it more comfortable than any shirt you've ever worn! From \$4.95.

"Next to myself I like 'B.V.D.' best!" *REG. U.S. PAT. OFF.

BESS TRUMAN CONTINUED

did much of his courting and Margaret often sings. (She will be spending this summer in New York, preparing for her fall concerts.) Across the back of the house is a huge dining room whose antique mahogany table can be extended to seat 30 people, or just about all the close kin of both the Wallace and Truman families. No table could seat *all* the family connections in and around Independence, for as President Truman once said, "I guess I'm related to just about everybody in this town. And those I'm not kin to, Bess is."

Harry Truman first met Bess Wallace in the basement of the First Presbyterian Church on the corner of Maple Avenue and Pleasant Street. That was in 1890, and they were both attending kindergarten. The Truman family had just moved to Independence from their 600-acre farm at Grandview, 12 miles below Kansas City, so that Harry and his younger brother Vivian could go to school. Harry's father was a more or less successful mule trader who worked for a time in an Independence grocery, and the Trumans were far from well-to-do. Nevertheless they belonged to what neighboring Kansas Citians today refer to, somewhat slightly, as "catfish aristocracy." They were all proud Southerners, originally from Shelby County, Ky., and among Harry Truman's ancestors were quite a few Old Settlers, not to mention judges, colonels and even generals.

Old ladies in Independence love to tell how little Harry Truman, who was a Baptist, started going to the Presbyterian Sunday school because, at the age of 6, he fell in love with Bess Wallace, aged 5. A less romantic version of this event, widely credited in Independence, is that the Presbyterian kindergarten and Sunday school just happened to be much closer than his own Baptist Sunday school to Harry's home on South Chrysler Street, across the Missouri Pacific tracks from Bess Wallace's home.

From kindergarten to high school

AFTER kindergarten Harry Truman saw very little of Bess Wallace except at Sunday school until 1897, when his family moved to the other side of town, on River Boulevard and West Waldo Avenue, which was only two blocks from the Wallace home (map, p. 90). Had Bess Wallace seen much of Harry Truman in the eight years between kindergarten and high school, she probably would not have been particularly attracted to him anyway.

Harry Truman, some of his Independence contemporaries say, was a studious little boy whose nearsightedness and thick-lensed glasses kept him from playing games. Bess Wallace, her Independence contemporaries say, was "pretty much of a tomboy." Among her early accomplishments was the ability to whistle through her teeth, play tennis and baseball as well as most boys of her age and ice skate better than anyone else on Bryant Pond.

After she entered high school Bess Wallace started tying her long, wavy blond hair back with a big blue hair ribbon and acting like a grownup young lady. Harry Truman began walking Bess Wallace home from school and carrying her books. It was not much of a walk, only one or two blocks. And besides, the granddaughter of Miller Gates had plenty of other beaux who called on Sunday afternoons for watermelon feasts or to go riding with Bess and her brothers in the family surrey drawn by Black Prince.

Harry Truman, they say, seldom attended these early Independence Sunday gatherings. He was much too busy taking piano lessons and studying to go to West Point, where he had been promised an appointment. But he had an ally in his aunt, Mrs. Joseph Tilford Noland, who lived directly across the street from the Gates Mansion with her two daughters, Ethel and Nellie. Mrs. Noland often coached Bess and Harry in their high-school Latin of an evening, though she did say she sometimes ended up by reading Caesar out loud all by herself. It was about this time that Ethel and Nellie became aware of the fact that their cousin Harry was really stuck on their friend Bess. The first clue they had was when Harry composed a piece for the piano, on which he had now become an accomplished performer. On a soft Missouri summer evening Bess Wallace was in the habit of coming out after 7 o'clock dinner to whistle to her chums who lived nearby on North Delaware Street and West Van Horn Road and invite them over for gossip and ice cream. Bess would whistle:



and the girls would answer:



When Harry first played for his cousins and his aunt the only musical composition he ever wrote, both Nellie and Ethel immediately recognized the refrain. It was Bess Wallace's whistle and her friends' reply. Not long after that they can remember their cousin Harry

CONTINUED ON PAGE 98



The Dream that almost always comes true

You dream a lot of dreams when you are young. You grow up, and most of them never happen. Except this dream, which almost always comes true: to be a part of that wonderful world on wheels which used to stop in your town . . .



To go Pullman and "mix it" in the lounge car, enjoying the hum of voices, the adventure of meeting new people, the feeling of good companionship and security as the miles melt behind you.



To go Pullman and lie full length in that comfortable Pullman bed, almost hating to sleep, because sleep will shut out the lights and sounds of a train crossing your nation at night.



To go Pullman and watch America go by the big windows. To lean back in those luxuriously soft seats, tell the porter to bring a pillow for your head, and *feel* the wonderful relaxation setting in.



To go Pullman and arrive bright-eyed and well rested, right in the heart of town, convenient to everything. Almost reluctant to break the mysterious bond with this wonderful world on wheels which was *your* world for all too few exciting hours!

Your dream has come true again. You've gone Pullman once more. And—did you notice?—*this* time was as thrilling as the very first!

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!

Visit the Chicago Railroad Fair in '49—June 25th through October 2nd. Don't miss the Pullman Exhibit!



DELECTABLE DEB
What ceremony —
just for hamburgers!

EXPERIENCED ESCORT
Ah, but these hamburgers
are blessed by Mustard —
with -Horseradish!

EXCITING MUSTARD DISCOVERY~
Best Foods Mustard with Horseradish

If you like fine mustard, this is for you!
A tangy, tasty mustard—plus a
tantalizing dash of horseradish—blended
with all the skill and finesse you'd expect of
Best Foods! Whenever the recipe calls for
mustard, you'll do better with Best Foods
Mustard-with-Horseradish. Get a jar—today!

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AND BEST FOODS REAL MAYONNAISE**



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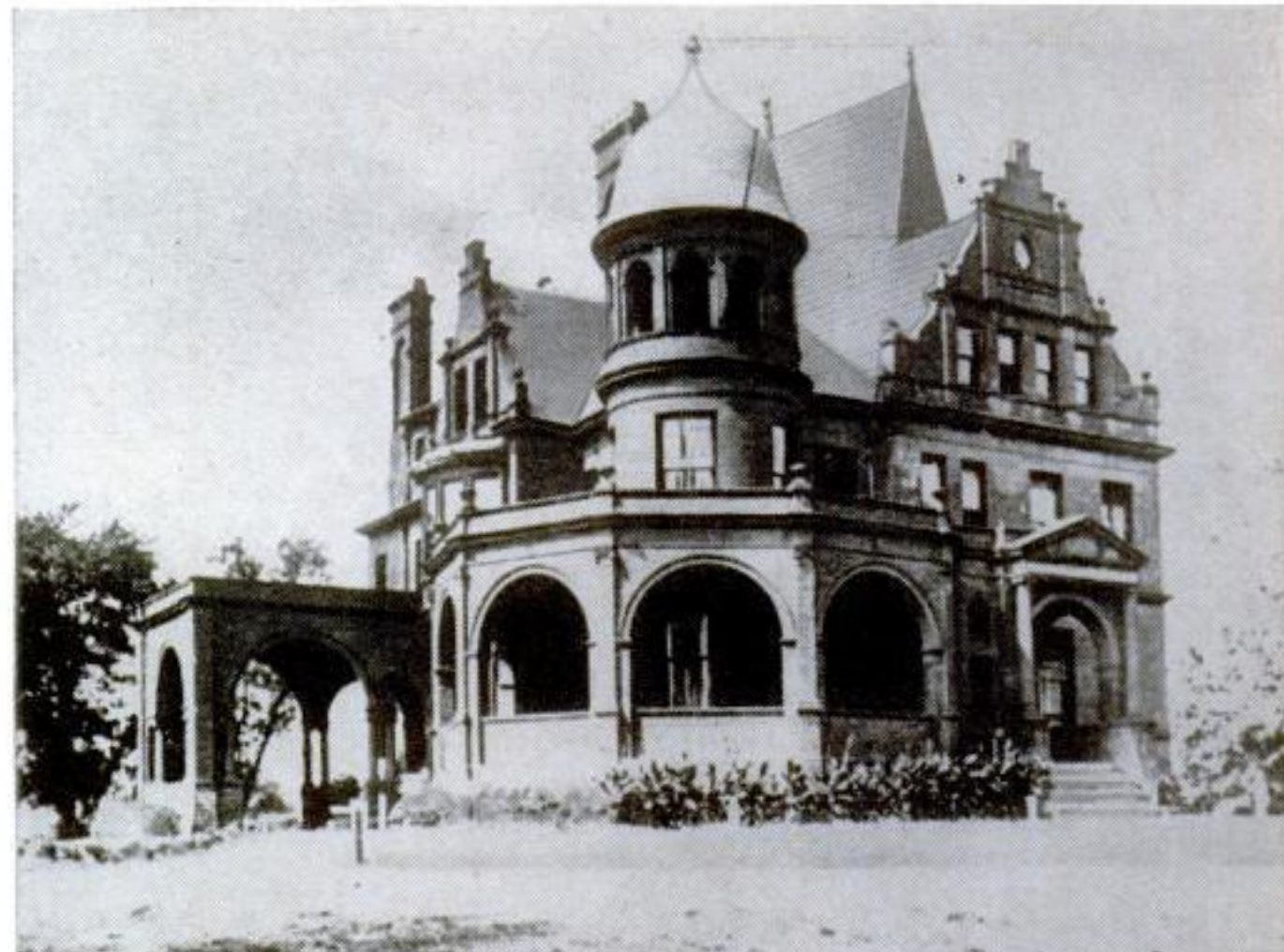
BECAUSE...
It's the
Gin that gives
you all 4...

QUALITY
SMOOTHNESS
TASTE
MIXABILITY



Ask First For FLEISCHMANN'S—America's First Gin

*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



FAMOUS SWOPE-HYDE CASE centered around the gloomy Swope Mansion (top) in Independence. Dr. Bennett Clark Hyde (right) was accused but not convicted of murdering wealthy Colonel Tom Swope (left), the colonel's nephew Chrisman Swope and the Swope estate manager. Chrisman was a beau of Bess's, and his sister Lucy Lee (center) was one of her close girlhood friends.

BESS TRUMAN CONTINUED

saying solemnly, "Some day I'm going to marry Bess Wallace."

But Harry Truman couldn't do much about it just then. He was turned down for West Point, his cousins recall, because of his eyesight, and he had to leave Independence right after he and Bess graduated from high school in 1901 to try and earn a living in Kansas City. During the next five years, while Harry worked at a variety of jobs ranging from mail sorter on the *Star* to bank clerk, people in Independence saw little of him. Come to think of it, they say, it wasn't until 1914, when he was 30 and Bess Wallace 29, that he started courting in earnest, driving the 30 miles from his family's farm at Grandview in his new Stafford automobile and calling on Sundays at the Gates Mansion.

People in Independence are always surprised when anyone asks them what Bess Wallace was doing all during those dozen years that Harry Truman was away. "Why," says his cousin, Miss Nellie Noland, "Bess just stayed at home with her mother and her brothers and had herself a good time. In those days nice girls didn't work. Besides, there was always something going on in Independence."

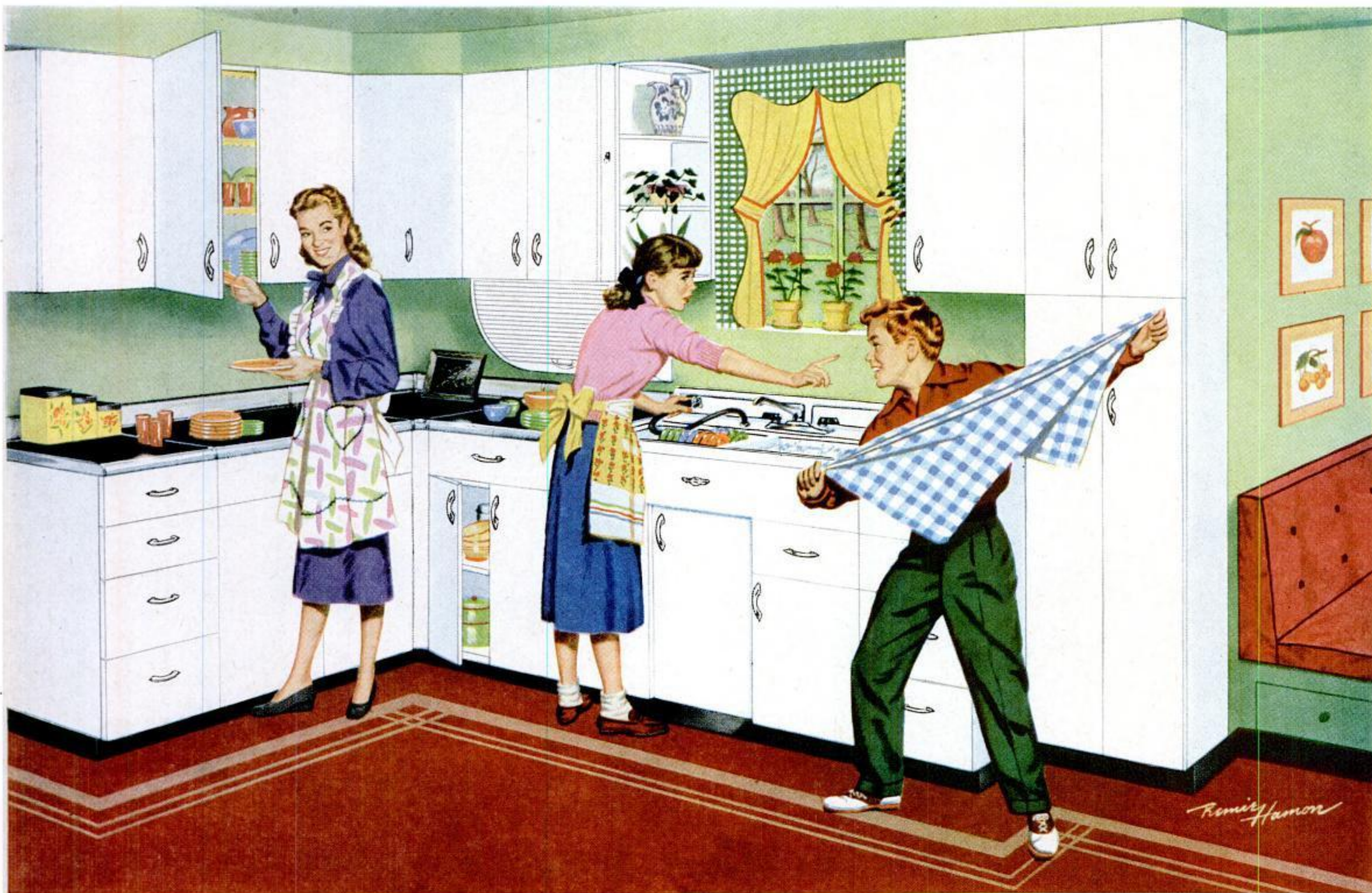
Which was certainly true enough, if you listen to the recollections of some of the oldtimers with long memories and leaf through back copies of the old Independence *Examiner*:

In 1901 the Presbyterian Church split just about in half when it was discovered that the wife of the pastor was a divorced woman. In the ruckus the Wallaces went over to the Episcopal Church, whose dynamic preacher used to take Bess and his other young people on long walks and picnics.

Bess was 18 when her father died. She took care of her mother after her youngest brother, Fred, was born a few months later, and took care of the baby after that, too. That was also the year that the Big Muddy chose to have one of its worst floods, and everyone drove out to Wayne City landing to see it swallow up the black farmland. Fortunately it never touched Independence.

By 1905, when Bess was 20, little Fred was big enough and Mrs. Wallace well enough for her to take a postgraduate course at Miss Barstow's fashionable finishing school in Kansas City. Bess commuted to Kansas City, one hour each way, on the bright new green streetcars with shrill air whistles which had been bought from the St. Louis Exposition of the year before. As a day pupil at Miss Barstow's, Bess Wallace stood well in her German and French but did even better in basketball and in the shot-put.

CONTINUED ON PAGE 101



Visit your Youngstown Kitchen dealer and see this gleaming, white-enameled steel beauty—exactly as illustrated. It's so easy to own!

Dream kitchens with wished-for price tags



Beautiful 66" twin-bowl Kitchenaid-Mullinaider Combination (one of 10 models). Dishwashing and food preparation are wonderfully easy. Five drawers, two huge compartments. One-piece top of finest, acid-resisting porcelain enamel. Sparkling white finish blends perfectly with modern appliances and any wall and floor color scheme.

THERE's more pleasure for your family in a Youngstown Kitchen than any other home equipment.

A gorgeous kitchen of lifetime, white-enameled steel that's *just right for you* is created by arranging a Youngstown Kitchenaid cabinet sink with base and wall cabinets and accessories. No costly remodeling!

This month Youngstown dealers are featuring the lovely kitchen shown above. Stop in and see the work-saving, 48" twin-bowl Kitchenaid with *laundry-deep* second bowl (11"). Note the lavish storage space, wide work areas . . . the "extra touches" you're *sure* to want. Then you'll know it's Youngs-

town for you, whether you build or remodel.

The price is like a wish come true. A Youngstown Kitchen costs only a FEW DOLLARS a month, financing through dealer or bank. *No wonder Youngstown is the unquestioned kitchen leader!*

To learn the name of a nearby factory-trained dealer, call Western Union by number and ask for Operator 25 . . . or send coupon.

MULLINS MANUFACTURING CORPORATION
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World's Largest Makers of Steel Kitchens



Youngstown Kitchens

BY MULLINS



Like magic! Mullinaider electric garbage disposer shreds food waste, sends it down the drain. Fits all Kitchenaiders. Safe, simple operation. Ask for **FREE** home demonstration.



See the swinging mixing-faucet and speedy rinse spray. Spray reaches all parts of sink top. Great for dishwashing and cleaning vegetables. Typical Youngstown value. See your dealer!

GET THIS EXCITING BOOKLET!

20 pages featuring beautiful Youngstown Kitchens in color. Full details of Youngstown units and tips on arranging a new kitchen. Enclose 10c in cash. No stamps, please.

I plan to build ☐
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I want a free home demonstration of the Mullinaider ☐

SEND COUPON TODAY!

Youngstown Kitchens
Mullins Manufacturing Corporation
Dept. LF-749, Warren, Ohio

Please send me your Youngstown Kitchen booklet. I enclose 10c in cash, to cover cost of mailing.

NAME _____ (PLEASE PRINT)
ADDRESS _____
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Park Avenue or Panhandle?

WHETHER YOU PREFER Park Avenue and a cane—or the Panhandle and a pair of Colt Six-shooters... *it's a matter of choice!*

Similarly, it's a matter of choice which whiskey you prefer—for tastes differ. That's why you alone can decide whether the very

delightful difference in Hunter's flavor will make it *your* favorite.

We believe you should *try* this magnificent whiskey. Try Hunter because thousands say it's the *finest* whiskey *they've* ever tried. Try it—and make *your own* choice!

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BESS TRUMAN CONTINUED

The year 1906 marked the beginning of what came to be known as the Swope-Hyde case, which involved the suspected but never proved murder of three members of the Swope family. It all happened in Independence, and Independence still talks about it to-day just as much as it talks about the election of Harry Truman.

Colonel Tom Swope was an eccentric bachelor millionaire, among whose many benefactions to the growing metropolis of Kansas City was Swope Park. In his later years the colonel came to live with his brother's widow, Mrs. Logan Swope, and her seven children in their brick Gothic castle on Independence's Pleasant Street. In 1906 Mrs. Swope gave a reception for her oldest daughter Frances, who had not long before married a doctor named Bennett Clark Hyde. It was the social event of the year in Independence. Bess Wallace, who was a great friend of Frances' younger sister Lucy Lee, was there, her blond hair piled high in a pompadour with natural flowers on top. She danced just as well as she played basketball and tennis, and one of her most attentive partners was Lucy Lee's older brother, Chrisman Swope. The Swope family loved to entertain, and Bess Wallace rarely missed a ball at the castle on Pleasant Street after that. People began to think of Chrisman Swope as one of Bess Wallace's beaux.

The trouble didn't start until 1909, when Bess was 24. First, Colonel Tom Swope's cousin and estate manager died, of what appeared to be a stroke of apoplexy. His physician was Dr. Hyde, the husband of Colonel Swope's niece. Then Colonel Swope himself was suddenly stricken with the same fatal and sudden illness. He too had been attended by Dr. Hyde. The third victim was Bess Wallace's beau, 30-year-old Chrisman Swope, who quickly succumbed to a freak case of typhoid when there were no other known cases of typhoid in the vicinity.

Dr. Hyde was indicted for murder, and a great deal of circumstantial evidence was produced in court to show that he had purchased enough cyanide and typhoid culture to wipe out the entire population of Independence, let alone the Swope family, which stood between him and Colonel Swope's fortune. Dr. Hyde was judged guilty at the first trial; an appeal resulted in a mistrial when a milkman on the jury, fretting against enforced confinement, jumped out of a window and went home; a third trial ended in acquittal.

Beaux in Kansas City

WHILE the legal battles of the Hyde case dragged on and on, many of Bess's friends got married, but she was not lonesome in Independence. She had beaux in Kansas City who took her to see *Seven Keys to Baldpate* and Otis Skinner in *Kismet* at the Shubert Theater and who sent her big bunches of violets and roses. Besides, she had started attending meetings of the Saturday Club, which was composed of serious-minded young women who met on Thursdays (the name of the club was taken from Longfellow's poetry group) with Miss Matilda Brown and studied things like "France, Its Art, History and Literature." But what Bess Wallace liked most of all to do at that time was to go for long hikes in the hills around Independence with her tawny greyhound and an old setter dog named Gyp.

It was in 1914, when Bess was 29, that Harry Truman, as his cousins tell it, "returned the cake plate." He had come to Independence to visit his aunt. His two cousins, knowing how Harry used to feel about Bess, slyly suggested that he take back across North Delaware Street a china dish on which Mrs. Wallace had sent over some homemade butter cake with chocolate icing. Harry was gone for two hours. When he returned the Nolands were still sitting up, but all Harry would say, though his blue eyes held a triumphant gleam behind his spectacles, was, "Well, I saw her."

They became engaged a year before Harry Truman went overseas in World War I. While he was gone, two of Bess's brothers, Frank and George, married and built comfortable cottages on the broad lawn of the Gates Mansion. Grandfather Gates passed away in the house that he had built almost 55 years before and Bess Wallace joined a group of younger women who called themselves the I.W.W.s. The I.W.W.s all had fiancés overseas with the 129th Field Artillery, and the initials stood for Independence War Widows. They formed the nucleus of what was later to become the Tuesday Bridge Club.

In May 1919 Captain Truman, now 35, came back to Independence. Six weeks later Bess Wallace, at the age of 34, was the first I.W.W. to be married, at a quiet wedding in the Trinity Episcopal Church where she had sung alto in the choir. They made their home from the beginning with Mrs. Wallace and Grandmother Gates, who lived well into the '20s. Independence Republicans—there are some—like to poke sly fun at the fact that the Trumans have al-

CONTINUED ON NEXT PAGE



ROBERT YOUNG,
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LOVE IS BIG BUSINESS,
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R.Y. loves A.S.R.

"A.S.R. stole my heart away!" says Robert Young. "Such beauty! Such grace! And that air of *belonging*! I sure love that A.S.R. Lighter!"

- Lights automatically—easy as snapping a light switch!
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- Goes for weeks without a drink!



ASR Platinum-group Rhodium finish resists tarnish, can be machine engraved. Pocket lighters in Chrome, Rhodium, Leather, Silver and Gold, \$5.95 to \$200.00.



ASR Covered in soft, blond Ostrich. Only exquisitely quill-marked sections of baby Ostrich skins are used. Guaranteed not to peel.

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Another A.S.R. Quality Product—Lighter Division, A.S.R. Corporation, Brooklyn 1, N.Y.

IN SHAVING which are you?

Radical ☐

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To men who don't need to save split seconds, the famous Durham Duplex offers luxurious, leisurely shaving. For extra tough beards, the Duplex has all the advantages of the finest straight razor, plus complete protection—because of the safety guard. You shave with the same efficient diagonal stroke as used by master barbers. Duplex Blades are double-edge, double-thick, hollow-ground—the world's finest since 1908. After 40 years Duplex is still tops with millions.

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ENDERS SPEED SHAVER
DUPLEX SAFE RAZOR

Each the finest of its type

DURHAM-ENDERS RAZOR CORP., MYSTIC, CONN.



HER FANCY HATS are the one startling feature of First Lady's costumes. Her taste, shown in examples above, runs to a variety of feathers, bows and nets.

BESS TRUMAN CONTINUED

ways lived in the Gates Mansion. Recently one of them was accosted by one of the increasing numbers of tourists and sightseers who ask to be shown Mr. Truman's Independence home. The Republican Missourian bowed in his most courtly fashion and replied, "Ma'am, I regret that I am unable to oblige you. I can, however, direct you to his mother-in-law's house. Mr. Truman has no home in Independence."

This attitude is not shared by the President nor by most of the people of Independence, who stop him 15 times in a block to say, "Hi, Harry." As for Mother-in-law Wallace, she has always been very fond of Harry Truman and never held it against him that he could not support Bess in style in the early days.

Margaret Truman was born in the Gates Mansion in 1924, and the Trumans lived there all during the years when he was struggling unsuccessfully with his postwar haberdashery shop as well as later when he became Jackson County judge and took a Kansas City law course at the same time. Because a county judge in Missouri is really an elected commissioner who lets contracts for buildings and roads and does not necessarily have to have legal training, some Independence folk say it was "not a particularly aristocratic job." Aristocratic job or not, Mrs. Truman was happy living in the old familiar house in the town where she was born and brought up and meeting The Girls every Tuesday for bridge and easy talk. She would have been much happier today if Harry Truman had stayed home in Independence earning no more than \$6,000 a year in his county job instead of going on to the Senate in 1935 with Tom Pendergast's support, and then on to that other job.



HAT CONSULTANT to Mrs. Truman is Rachel Whaley, buyer for a Kansas City shop. An old friend, she attended 1949 inaugural as Trumans' guest.



Love just "happens" to
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And no wonder! KARE, the new "wonder" deodorant, keeps you bath-sweet. So nice to use... a satin-smooth lotion! So different from creams and liquids... not greasy or messy. Start now to use KARE, an amazing new improvement in underarm deodorants... the one that...

Soothes tender underarm skin
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Economical! A few drops are effective. 35¢ & 60¢ (plus tax), at drug and department stores.

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Try a kind you
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"I'm buying another Crosley because it's the easiest way to save money," says Mr. Albert E. Wallace, Covington, Kentucky. "My Crosley took me over 20,000 miles without a repair bill. And 40 miles on a gallon of gasoline means money in the bank."

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They say dictatorships are new and revolutionary... Actually, they're as old as time itself!

For thousands of years, most of the human beings who have peopled the earth have lived as the slaves or subjects of someone else.

The thing that is new and revolutionary and yours, is *freedom*.

Freedom to choose your job and to bargain collectively, knowing that in America there's no ceiling on advancement.

Freedom to invent new machines . . . and new ways to make them productive . . .

Freedom to invest money in new ideas . . . to *own* things . . . to manage our own affairs.

Freedom to mass-produce more and better goods all the time . . . with lower costs reflected in consumer prices and higher real wages.

Compared to the record of all civilization, this free way of yours is ten minutes old!

Yet in ten short minutes it's done *more good for more people* than anything that ever happened on earth.

In war, it enabled you in America to outproduce the rest of the world combined.

What revolutionary idea is the newest and most exciting in the world?

In peace, it's given us a standard of living ten times higher than that of the nation which shouts loudest that we have a dying economy.

Dying? We've just begun to live! We've just escaped from prison. If the way we live is ten times richer than theirs, that's not enough.

We can make it better still. We can eliminate the faults which remain. We can level off the sharp ups and downs of prices and jobs. We can make the final attack against poverty.

Because there's *nothing* you can't do when you're ambitious and industrious. That's the free, dynamic, American way. It's not rigid and static, but flexible and constantly changing.

So don't listen to those who want to talk us out of our freedom.

**THE BETTER WE PRODUCE
THE BETTER WE LIVE**

Today, the world is depending on us because we have depended on *ourselves*. Let's show others how that system works!

We can—if we'll work together and build together, as Americans always have.

Let's keep on building. Build for Freedom . . . build for peace . . . build for a better world.

FREE! Send for this
valuable booklet today!



In words and pictures, it tells you:

- How our U. S. Economic System started
- Why Americans enjoy the world's highest standard of living
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AMAZING THING! *By Cooper*

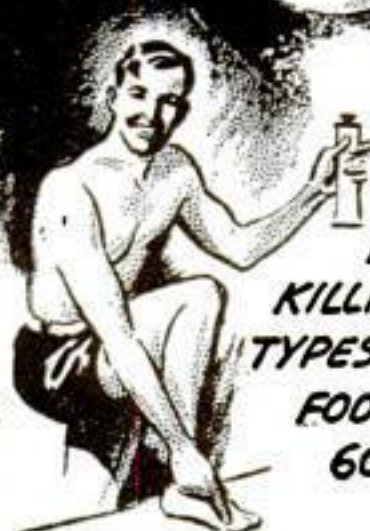
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EVEN IF OTHER PRODUCTS
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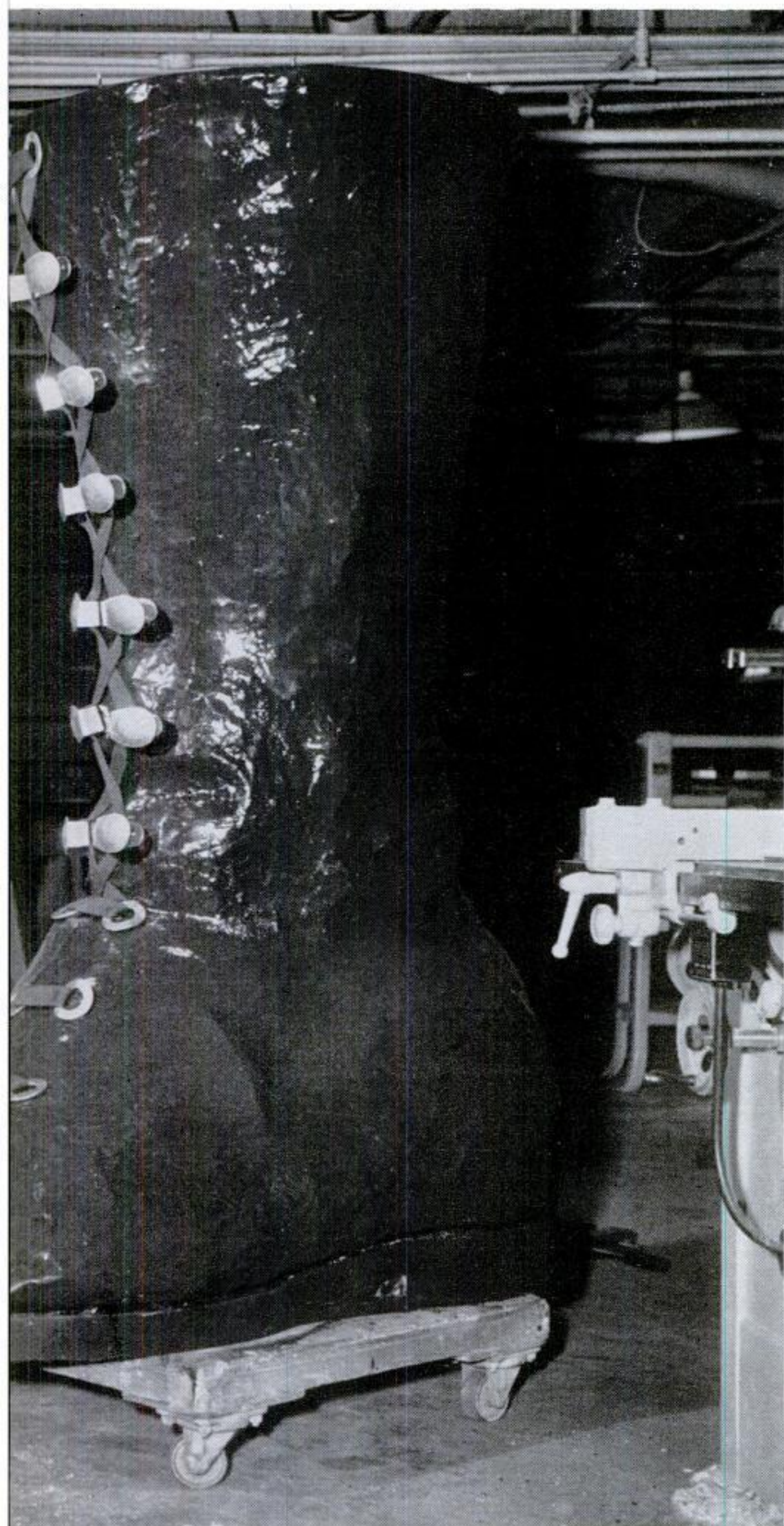
BEFORE THE FINAL ASSEMBLY OF THE FIGURE, A LITTLE GIRL EXAMINES

BABBLING BUNYAN

Mechanical figure talks to railroad fair crowd

As the Chicago Railroad Fair reopened, *Variety* recalled its surprise success of 1948 and front-paged the story: "Chi R.R. Fair Tees 2nd Year to Boff Crowd." Sightseers swarmed into the old World's Fair grounds to look at—and talk to—a new gimmick put together for the Chicago and North Western Railway. This was an animated figure of Paul Bunyan, the legendary lumberjack of the north woods. Built to the scale of a 35-foot man, the seated figure is 23 feet high, wears a size 42 cap, a 150-inch belt and a shirt cut from 768 square feet of plaid cloth. Its arms, head, eyes and mouth are powered by electric motors, the lips being rigged up to react to the voice of an actor hidden beside the figure (p. 106).

The North Western chose Lumberjack Paul Bunyan to represent it at the fair because his stamping ground was the territory now served by the railroad, which in turn is part of the Bunyanesque system—41 different roads, nine passenger terminals, 206 freight and industrial terminals—that makes Chicago the biggest rail center in the world.



ONE OF ITS HUGE (SIZE 69) PAPER AND ALUMINUM LUMBERJACK'S BOOTS



PUTTING ON HIS ACT, Bunyan attracts crowd by talking to passers-by. To make certain of holding attention he also conducts a daily quiz program.

CONTINUED ON NEXT PAGE



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like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF (94.4)
DRINKS NEVER TASTE THIN WITH GORDON'S GIN

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.

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I can't AFFORD CORN - can you?"

"I'm on my feet all day and it's hard to be cheerful when your feet hurt. So every nurse—and everyone else—should know that a . . .

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Naturally, at the very first sign of a pesky corn, I apply a BLUE-JAY Corn Plaster." Instantly, it relieves shoe-pressure pain. And what a wonderful thing is . . .

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Exclusive with BLUE-JAY, anesthetic Nupercaine soothes biting surface pain away. Then BLUE-JAY's gentle medication . . .

LOOSENS HARD 'CORE'

whose pressure causes harsh, nagging pain—you just lift it out in a few days! And BLUE-JAY is flesh-colored, waterproofed, too. A wonderful way to relieve corn pain—with BLUE-JAY! Free Booklet! "Your Feet and Your Health." Write Dept. LF-7.



STAYS ON



BECAUSE IT WRAPS ON

*Reg. U. S. Pat. Off.
Ciba's Brand of Dibucaine

"AMERICA'S
LARGEST
SELLING
CORN
PLASTER"



**BLUE
JAY**
REG. U.S. PAT. OFF.

Corn Plasters

ON SALE
AT DRUG
COUNTERS
EVERYWHERE

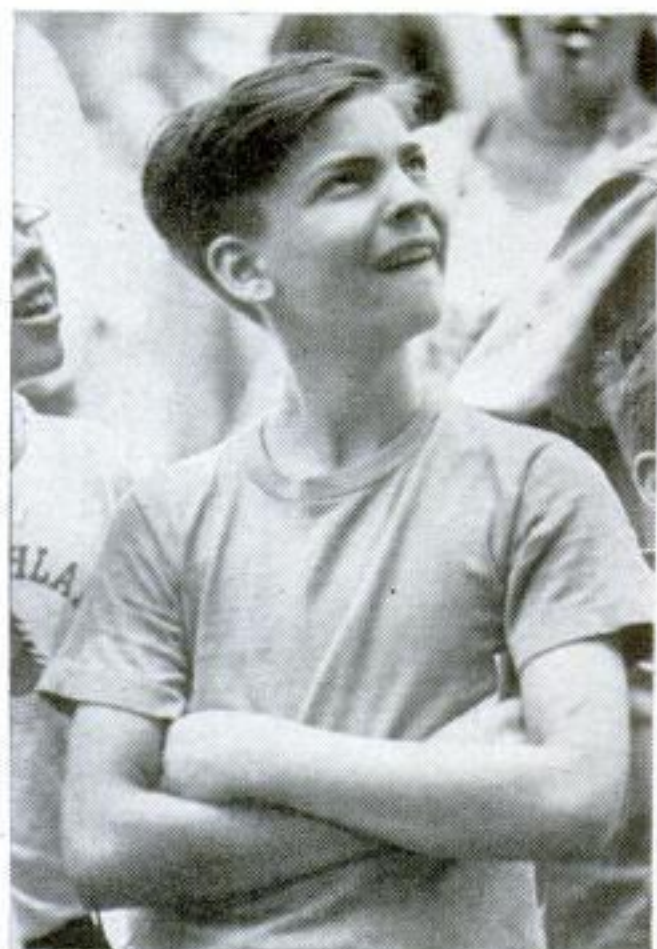
(BAUER & BLACK)

Division of The Kendall Company, Chicago 16

Paul Bunyan CONTINUED



CONCEALED RADIO ACTOR talks into microphone which is connected to the figure's lips. Beside him are controls with which he can make gestures.



KIDS IN THE AUDIENCE react in a variety of ways when figure speaks directly to them. Most are amused, but some clutch parents' knees and weep.

HEADACHE
NEURALGIA
NEURITIS
Pain

RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



For main-dish plans
that come in cans
see your grocer during

**NATIONAL
CANNED
MEAT WEEK**
JULY 18 TO 23



**FOR BEST RESULTS
SHAVE WITH..**



No brush
No lather
No rub-in

**Sun-parched
LIPS?**



'Chap Stick'—so soothing for dry lips and lips parched and burned by summer sun. Pocket size—handy, easy to apply. Antiseptic, swiftly effective, lasting in results.

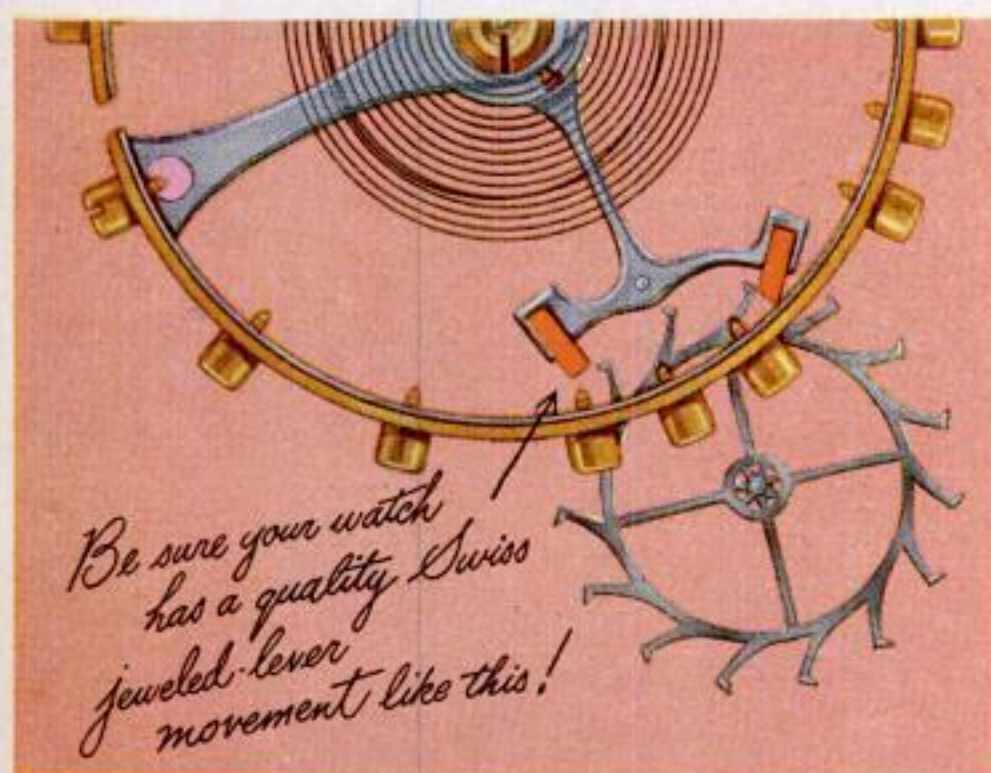
That's why motorists, vacationists, sportsmen, travellers and all people who suffer from painful, sun-sore lips find 'Chap Stick' the friend in need. Buy 'Chap Stick' today for every member of the family. Specially medicated. Specially soothing.



25¢
U. S. and Canada
KEEPS LIPS FIT



2. Today's smart watches from Switzerland include automatic self-winding watches, water and shock-resistant watches, calendar watches, chronometers, stop watches—and movements combining several features. In every watch, it's the movement that counts—be sure your new watch has a quality Swiss jeweled-lever movement.



3. The jeweled-lever in a quality Swiss watch is your assurance of timekeeping dependability and long wear. Each jewel is cut, polished and set with fine precision to reduce friction of constantly moving parts. So—don't be fooled by so-called "watch bargains"—you usually get just about what you pay for.

1. Whether you're catching a train, meeting a friend, keeping a business appointment, or warming the baby's bottle, you live—like everyone else in the modern world—by your watch. When you choose a watch for yourself or

as a gift, remember that the works and workmanship *inside* the watch are what count. Be sure your new watch has a quality Swiss jeweled-lever movement—the precision timekeeper used by *most* watch owners the world over.

The amazing gift of time...



4. The gift of timekeeping has been a Swiss tradition for nearly 300 years. Skilled craftsmanship has made the quality Swiss watch famous for timekeeping dependability and beautiful styling. That's why a smart Swiss jeweled-lever watch is a treasure of lasting pride—for you—or for the fortunate one who receives it from you.



5. Today your trusted jeweler is equipped to service quality Swiss watches economically and promptly. And remember—watches are your jeweler's business. So, when you buy a new watch, rely on a jeweler in whom you have confidence—he'll show you the best jeweled-lever Swiss movements in your price range.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF



SWITZERLAND

© 1949 Swiss Federation of Watch Manufacturers

Tall, Cool and Handsome! ... 3 new ideas for iced drinks!



RUM RECIPES, CALLERS RAVE ABOUT!

As made at the Gotham, N.Y., the Warwick, Philadelphia, and Saranac Inn, N.Y. Sizzling day. Guests drop in. Tongues hanging out. Sip these frosty coolers. Cheers! Sighs! Compliments! Ask your secret? *Puerto Rican Rum*, you say... rum the way Americans like it. *Not sweet and heavy, but light and dry, smoother than smooth!* No wonder it's America's most popular rum. Try it for new, exciting drinks people will talk about. Yes! For a welcome change serve *Puerto Rican Rum*! Many excellent brands to choose from!



RUM COLLINS

1½ oz. golden
Puerto Rican Rum
Juice of ½ fresh lemon
1 tsp. sugar

Shake with cracked ice, pour in tall glass. Add soda. Garnish with cherry, orange slice. The smoothest Collins yet! Distinctive, smart, satisfying with *Puerto Rican Rum*!



RUM HIGHBALL

1½ oz. golden
Puerto Rican Rum
Add ice, soda,
ginger ale or water

Something special...out of the ordinary! A highball with a grand new twist! So light...so dry...so smooth, thanks to the finest drink of them all—*Puerto Rican Rum*!



RUM MINT JULEP

2 oz. golden
Puerto Rican Rum
1 tbsp. sugar
4 or 5 mint leaves

Crush mint and sugar in 2 tbsp. water. Pour into glass with finely cracked ice, stir vigorously and decorate with mint. Here's a welcome change for a grand old favorite.

Look for this
name on every bottle

*Puerto
Rican
Rum*



Tom Lea and his Brave Bulls

ARTIST WITH PASSION FOR BULLFIGHTING SHOWS "LIFE" WHAT MADE HIM WRITE BEST-SELLER ON IT

Three years ago LIFE sent Artist Tom Lea to Mexico to illustrate a story on cattle. The trip reawakened in him the hot excitement of a sport which he first saw when he was 8—bullfighting. He returned to Mexico, lived with the matadors, the bull breeders and the soggy-eyed impresarios who produce the violent spectacles. He drank tequila with them in saloons and sang their songs about the moon dripping blood. Then he went back to El Paso and wrote a book: *The Brave Bulls* (Little, Brown

& Co., \$3). For a first novel it was astonishingly good and has stood high on the best-seller lists since its publication in April.

Recently Tom took a LIFE photographer to the dusty Mexican town of Juarez—not to explain bullfighting but just to see the show. He visited his old friends around the bull ring and saw a bullfight which featured a sensational 20-year-old matador named Rafael Rodriguez. Like the hero in Tom's book, Rodriguez was gored. For pictures of this turn the page.



TOM LEA practices with the matador's cape while his son Jim plays the part of a charging bull. According to Tom himself, he is making the pass (a *recorte*)

in "horrible style." He has never fought a real bull, but he likes to amuse himself practicing and believes that he may now be ready to take on a young calf.

Brave Bulls CONTINUED



BEFORE THE BULLFIGHT Tom watched Matador Rafael Rodriguez don his tight-fitting suit. Encrusted with gold and spangles, it weighs 14 pounds.



PRAYING, Rodriguez kneels before makeshift altar in his hotel room. A bullfighter's dream is to own a cattle ranch some day, but few ever live to see it.



AT BULL RING Tom was honored by Carlos Vera, the No. 2 matador on the program, who threw him his hat. Here Tom returns hat with \$20 for good job.



WORKING HIS FIRST BULL, RODRIGUEZ MANEUVERS IT SO CLOSE THAT ITS BLOOD SMEARS HIS SUIT
RING ATTENDANTS, FRANTICALLY WAVING CAPES, DRAW BULL AWAY FROM THE FALLEN RODRIGUEZ



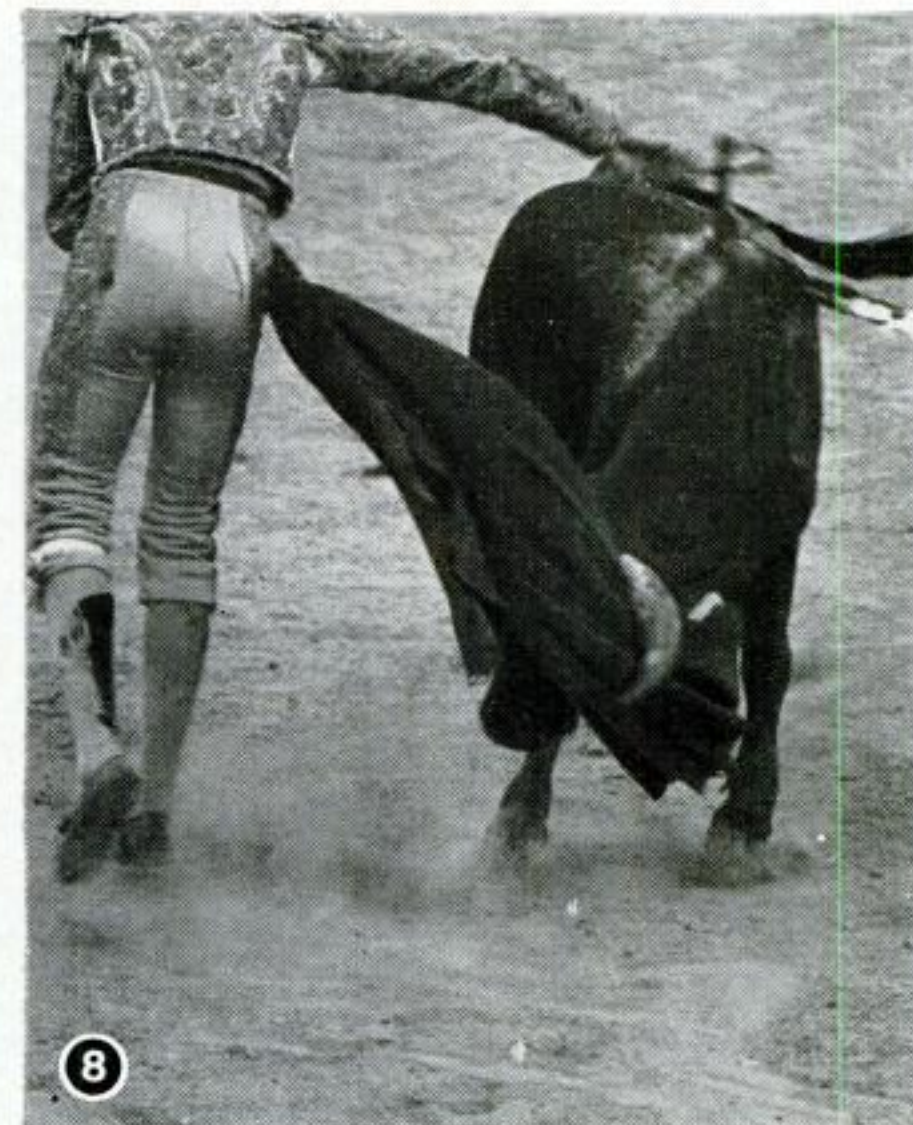


5

SECONDS LATER, BULL VEERS SUDDENLY, KNOCKS RODRIGUEZ DOWN, GORES HIM IN THE LEFT THIGH WITH BLOOD OOZING FROM HOLE IN HIS THIGH, RODRIGUEZ ADVANCES TOWARD BULL FOR THE KILL



7



8

PLUNGING sword to hilt, Rodriguez successfully kills the bull and won the bull's ear for his showing. Best performances merit a foot and the tail as well.



9

AT HOSPITAL doctor operates on wound as Tom looks on. Three inches long, it was fourth in Rodriguez' young career. He fought again two weeks later.



10

AFTER OPERATION Rodriguez chats cheerfully with Tom. For his performance he took in roughly \$1,300, from which he paid his picador and assistants.

Stomach UPSET?



Take soothing Pepto-Bismol—and feel good again!

Never aggravate an upset stomach with overdoses of antacids or harsh physics. Be gentle with it. Take soothing PEPTO-BISMOL. Its action is *different*.

PEPTO-BISMOL spreads a soothing, protective coating on irritated stomach and intestinal walls—gives fast 3-way relief:

- 1 Helps calm and quiet the upset.
- 2 Helps retard fermentation and formation of gas.
- 3 Helps sweeten and settle the stomach.

Whenever you suffer from acid indigestion, heart-burn, diarrhea or other common digestive distress, take pleasant, soothing PEPTO-BISMOL. At all drug stores.

Pepto-Bismol®

SETTLES and SWEETENS UPSET STOMACH



A NORWICH PRODUCT



Brave Bulls CONTINUED



DUSTY LITTLE CORRAL where matadors come to examine at close hand the bulls they will later kill is one of the many places where Tom went for de-



WITH FELIPE MOTA, famous picador, Tom discusses art of pic-ing, which consists of spearing bull from horseback in order to weaken it for matador's kill.

Any way you look at it!



Seeing is believing! For the best *looking*, best *cooking* appliances ever...see the new Gas ranges built to "CP" standards!



Feast your eyes upon lighter cakes, juicier steaks. All baking and broiling is easier, *better* with the flexible Gas flame!



Quick as a wink! Dozens of "just right" heats — instantly without waiting — automatically without lighting a match!



Cool appraisal! No stored heat! Gas burners stop instantly. Ovens are super-insulated for cooler, thriftier cooking!



Far-sighted economy! New Gas ranges not only give you *more* for your money when you buy, but cost *less* to run.



When you're not looking. Easy-to-set clock control turns Gas on and off — cooks entire oven meals automatically!

GAS *has got it!*



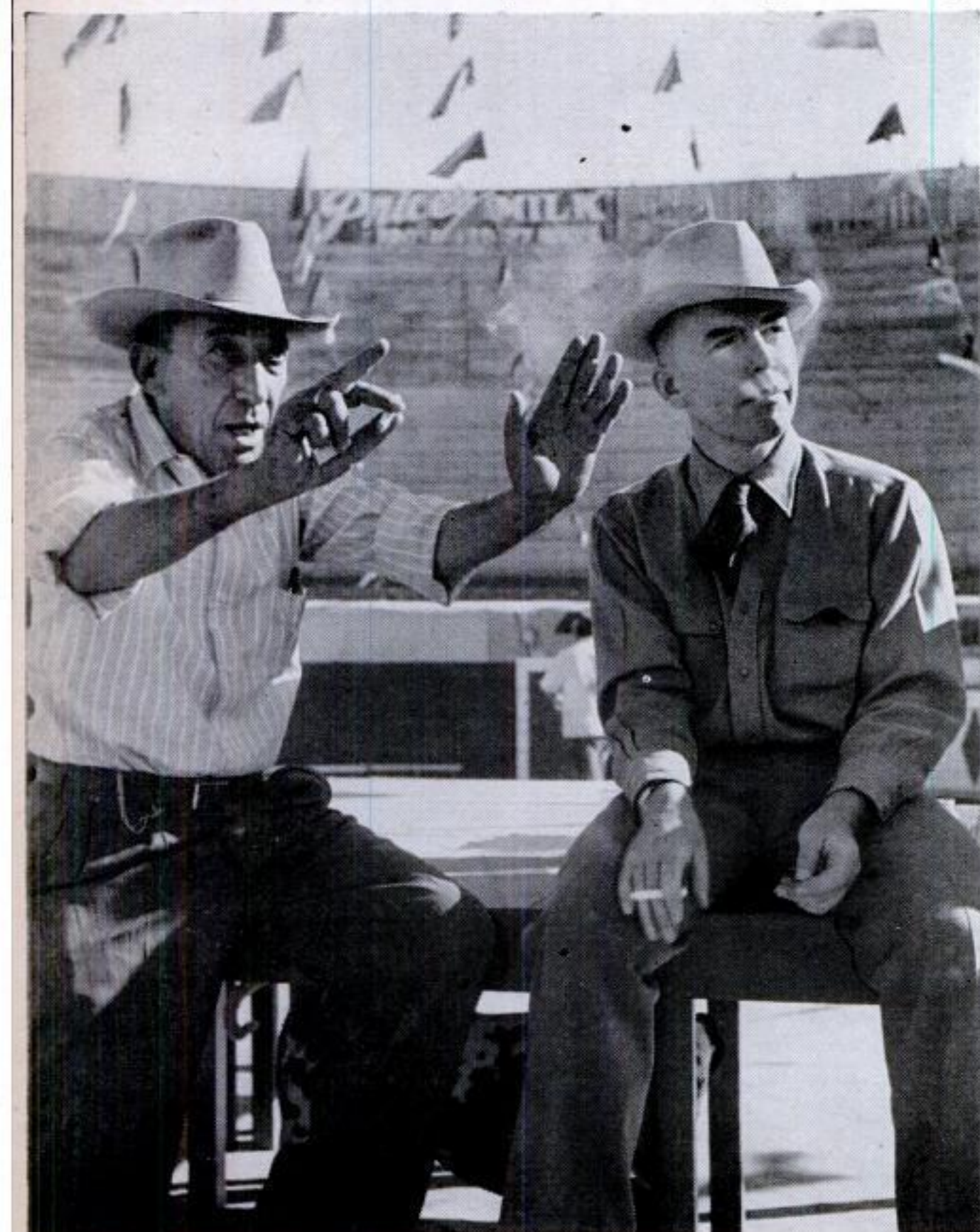
ULTRAMATIC CALORIC GAS RANGE

Seen in the best places... and with good reason! For a new automatic Gas range — whether it's this CALORIC "CP" Gas range or any of the other fine "makes" built to "CP" standards — is the *best cooking appliance that modern science*

can devise. Pick your favorite at your Gas company or appliance store. And don't miss the new Servel Gas refrigerators. No "New Freedom Gas Kitchen" is complete without one! AMERICAN GAS ASSOCIATION



tails on bullfighting. The bull above has just smashed into the wooden barricade behind which Tom stands. Pawing the dirt, it is starting another charge.



FROM IMPRESARIO Roberto Gonzales, owner of Juarez bull ring, Tom learns difficulties of bullfight business. Biggest headache is lack of good bulls.

CONTINUED ON NEXT PAGE

Guard hair and scalp from Summer Sun!



Summer's tough on your hair. Sun and water gang up to leave hair dry, brittle... scalp parched, flaky. That's why you need the protection of Vitalis and the "60-Second Workout!" 50 seconds' tingling massage with Vitalis (1) stimulates, refreshes scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair.

Have handsomer hair for Summer Fun!



Now look what 10 seconds' combing does for your hair! Neat... set to stay in its handsome place... its good looks protected from sun and water damage. No "patent-leather" shine—Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. Condition your hair and scalp for summer. Get Vitalis at any drug counter. Individual application at your barber shop.

● Many skin specialists prescribe two of Vitalis' ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.

use the

Vitalis



Product of Bristol-Myers

"60-Second Workout"



IN HIS STUDIO at El Paso, Tom Lea wrote his book standing up because he had spent a lifetime standing before an easel and found it impossible to write sitting down. He scuffled back and forth so much that he wore a hole in the rug.



Take a tip from Chico - insist on **RONRICO** - the FAVORITE RUM from Puerto Rico



For the Connoisseur
RONRICO
Best RUM bar none

RONRICO RUMS 86 AND 151 PROOF
RONRICO CORPORATION, SAN JUAN,
PUERTO RICO, U.S. REP. IMPORT DIV.,
McKESSON & ROBBINS, INC., N. Y. C.
Copyright 1949 *Reg. T. M.



35% of all
AUTOMOBILE TIRES
bought in the U.S.

in six months were bought by

LIFE reading families

(From a study by the Market Research Company of America)

Fast Relief For Hot, Painful Feet

If you can't get your feet off your mind because they torment you unmercifully—just do this and you'll want to tell everybody about your wonderful experience with Dr. Scholl's Foot Balm. Rub your feet with it for a few minutes. You feel its soothing, nerve-quieting, stimulating effect at once. That fiery, aching, sore, tired feeling from exertion and fatigue is soon gone, forgotten. It is amazing how Dr. Scholl's Foot Balm leaves your feet so relieved, rested, refreshed, relaxed and revitalized so quickly. Get a jar today. At Drug, Shoe, Department Stores, Toilet Goods Counters.

AMAZING!! NEW!!

"**DEW**"
SPRAY DEODORANT

STOPS PERSPIRATION AND ODOR TROUBLES! Keeps you socially secure, daintily pure.

DAINTIER THAN CREAMS! "Dew" never touches hands. Squeeze, flexible, "self-atomizing" bottle. Spray on a gentle mist.

WON'T ROT CLOTHES! Can't irritate normal skin.

SAVES MONEY!

Full year's 98¢ Less than supply only 2¢ a week plus tax

SQUEEZE FLEXIBLE BOTTLE!

"DEW" SPRAYS ITSELF ON!



**How Kaiser's
exclusive new idea
gave the Migliorisi family
"2 cars" for only \$2088***



Says Henry J. Kaiser,
Chairman, Kaiser-Frazer Corp.:

"Our purpose has always
been to make the sort of cars
the typical American family wants and needs. That's why we designed and
built our new Kaiser Traveler. It is the answer to the 2-car problem of busy,
thrifty folks who don't like the bother and expense of maintaining two different
kinds of cars. I hope you treat your family to the thrilling experience of a
Kaiser Traveler demonstration real soon."

Henry J. Kaiser



Joseph Migliorisi, New York thread salesman, gets his Traveler ready for a 137-mile delivery run. Mr. Migliorisi, known in business as "Mr. Miggie", loads 80 pound cartons into the Traveler's 130 cu. ft. cargo hold, (with room for 3 passengers). The powerful, 7.3-to-1 high compression Kaiser engine saves plenty of gas!



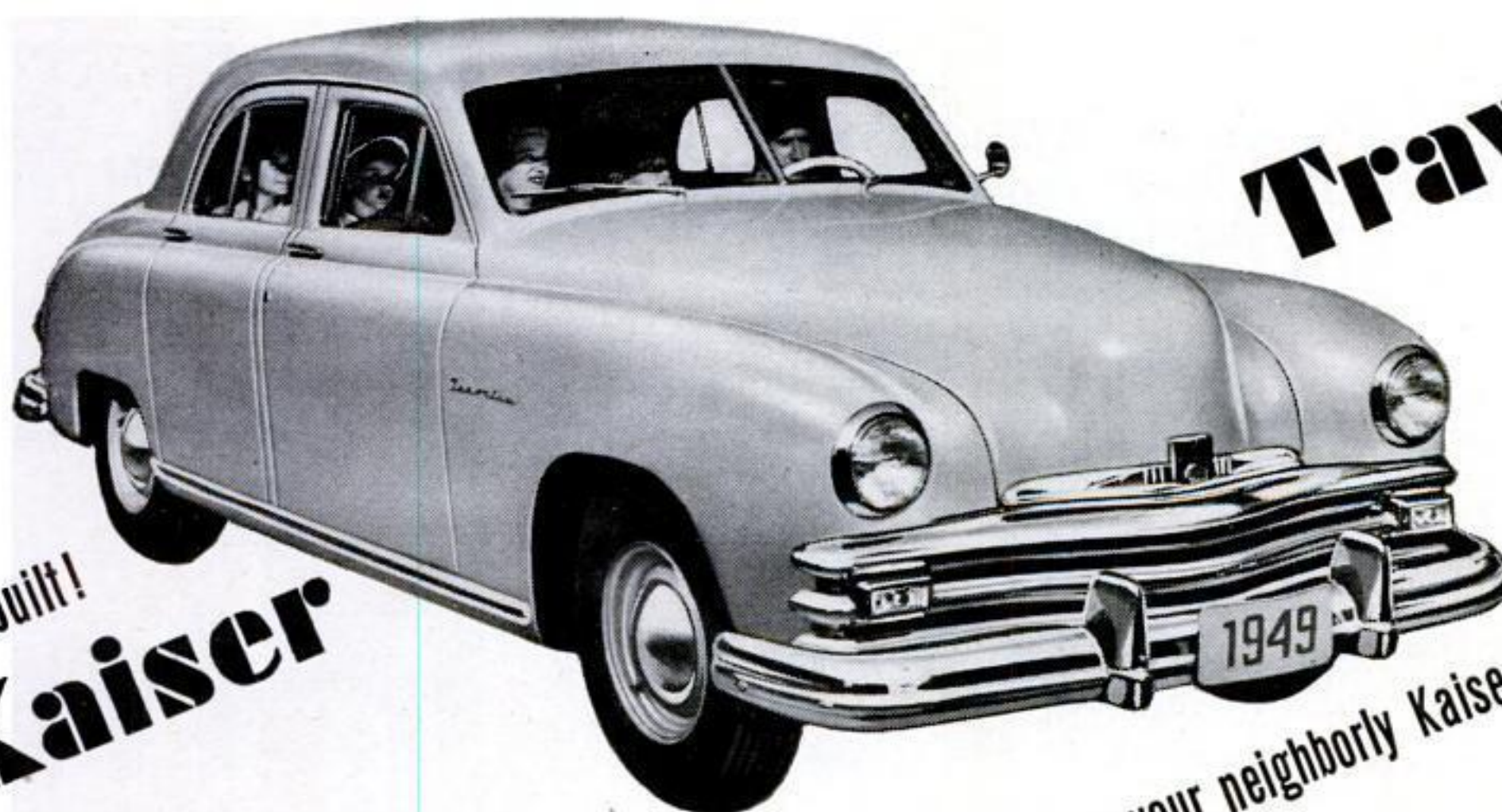
Converting the Migliorisi's Traveler from a luxurious six-passenger sedan to a cargo carrier is a 10-second job. Here, little Vicky, 6, already has the tailboard down, while Frankie, 11, flips up the hatch. Says their father, "I change my Kaiser Traveler into 'shirt sleeves' almost as fast as taking off my own coat!"



All dressed up in "Sunday best", the Migliorisi, and their big, beautiful Kaiser Traveler, draw up to Brooklyn's Church of St. Francis di Paola. And maybe you don't think this big luxury car is the envy of the neighborhood! Says Mrs. Migliorisi, "The Traveler is a car we're proud of. It even helps pay its way!"



You don't need to leave the wheel to make a cargo cruiser of the Traveler. Simply fold down the rear seat, and there's your roomy, steel-shod hold...big enough for a double bed at vacation-time! "Mr. Miggie" says that on long trips the 123½" wheelbase is wonderful. He never suffers from 'short car fatigue'.



Traveler

**World's only 2-cars-in-one...
Most useful car ever built!**

Kaiser

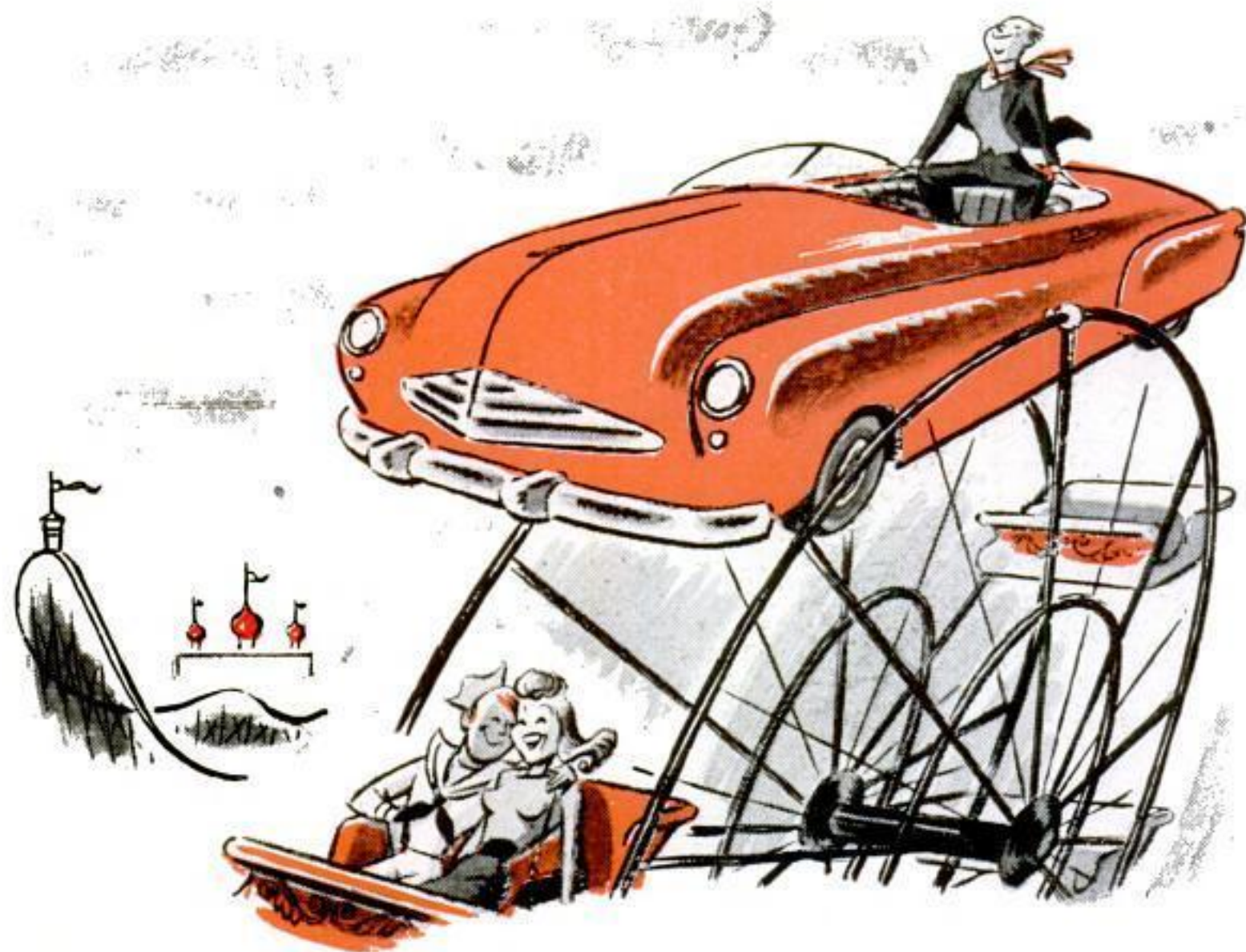
See your neighborly Kaiser-Frazer dealer!

*Factory delivered and equipped. Federal tax-paid. Only transportation and local taxes (if any) additional.

©1949 KAISER-FRAZER SALES CORPORATION, WILLOW RUN, MICHIGAN



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

Summer driving is smooth sailing when Marfak chassis lubrication is "on the job." Marfak protects vital wear points and fights friction for 1,000 miles and *more*. Absorbs the shocks of road pounding, resists wash-out and squeeze-out. And your evidence is in that swell "cushiony" driving ease that goes on and on. Applied by chart, never by chance. Ask for Marfak lubrication today at your Texaco Dealer, the best friend your car ever had.



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES
Texaco Products are also distributed in Canada

SEQUEL

COVER GIRL GETS A DIPLOMA AND A CROWN



JONE AND DEER ON COVER

Last summer a photographer cast 17-year-old Jone Ann Pedersen of Santa Rosa, Calif. in a supporting role in a story for LIFE about a pet deer named Bucky. After her appearance on LIFE's cover (left) Jone became busy as a photographer's model. Last month she was busier than ever. She 1) was judged Miss California and 2) was graduated from high school. Bucky, who gained numerous friends as a result of LIFE's story, is still a pet on a neighboring ranch and still eating cigaret butts and sticking close to home during the hunting season.



WINNING BEAUTY CONTEST Jone waves to the crowd at Santa Cruz. She will go to Atlantic City to represent her state in the Miss America contest.



GRADUATING FROM HIGH SCHOOL Jone receives her diploma from Leonard Talbot, a member of Santa Rosa High School's Board of Education.

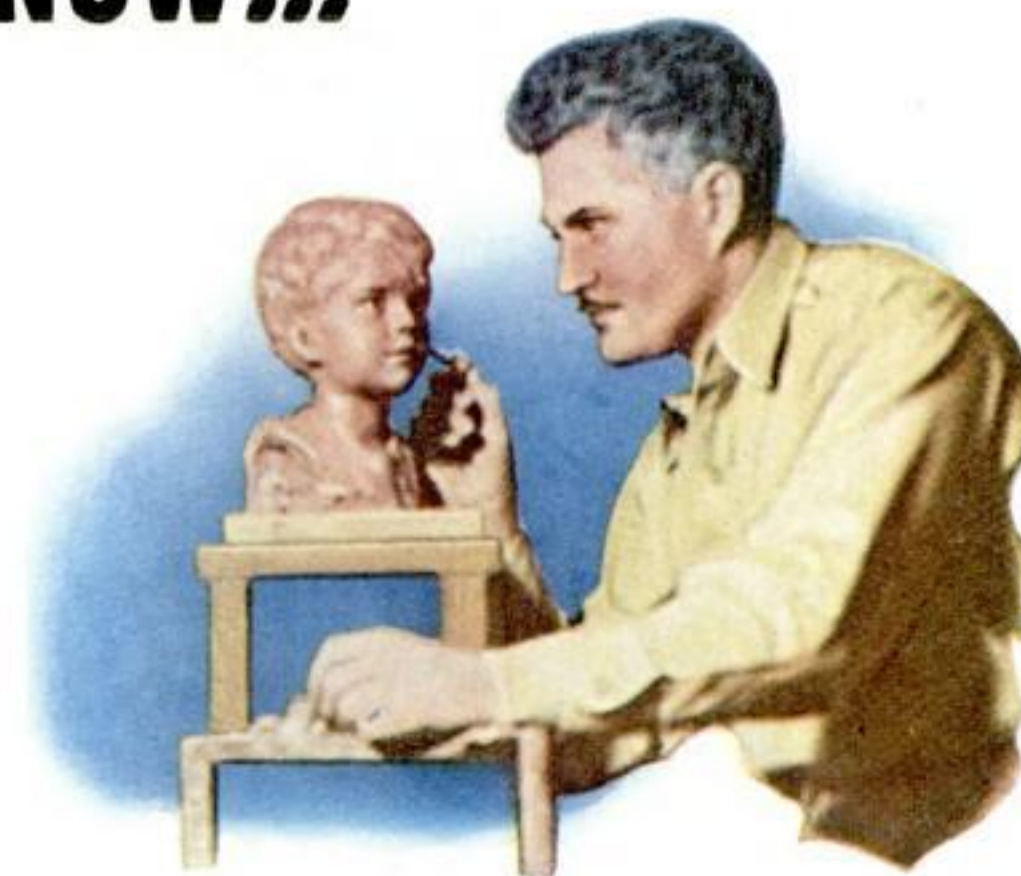
"I'M FROM MILWAUKEE - I OUGHT TO KNOW..."

Blatz is Milwaukee's Finest Beer!"

SAYS *Dick Wiken*

Internationally-famous Sculptor, of
4062 N. Stowell St., Milwaukee

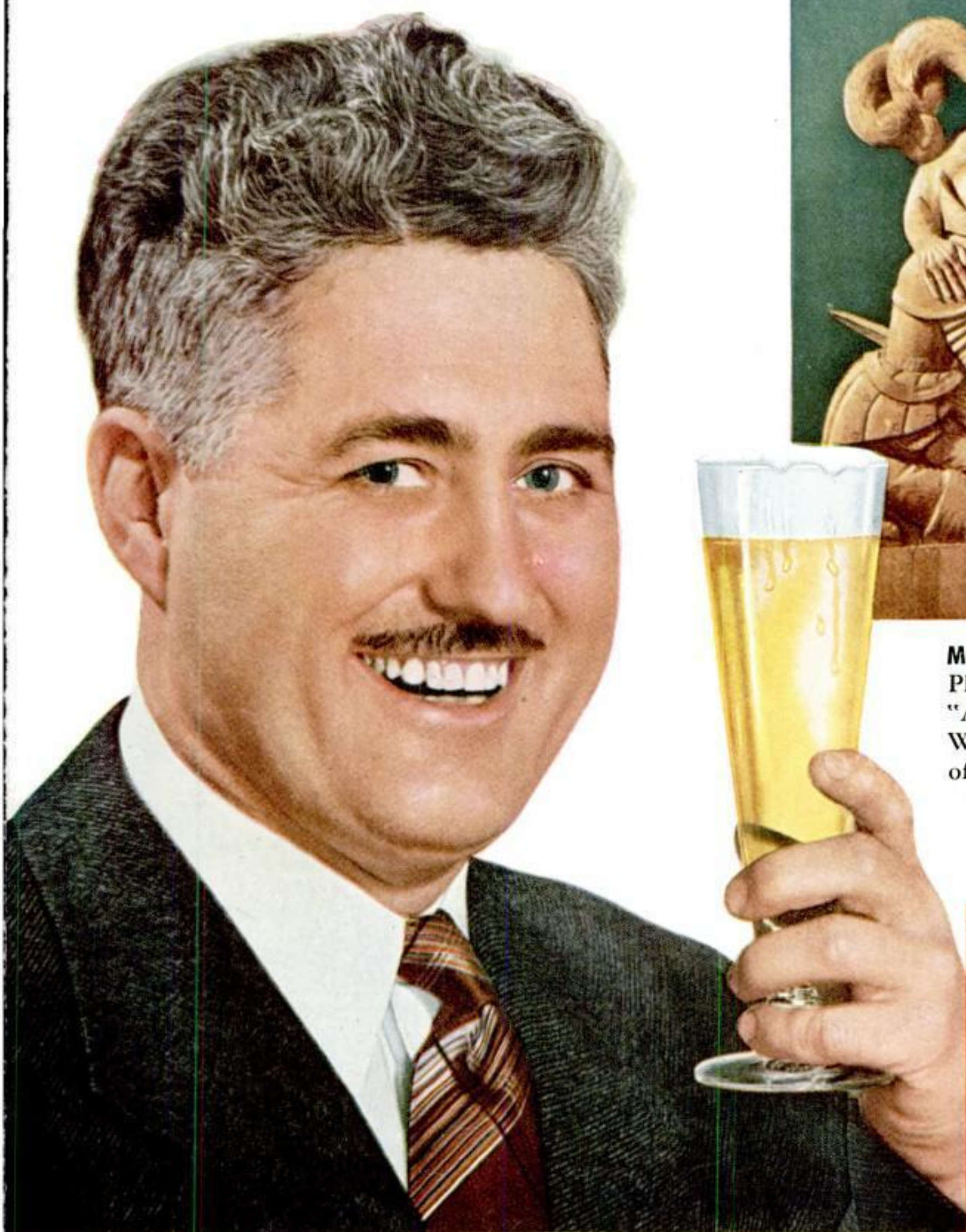
"I was born and brought up in Milwaukee," says Mr. Wiken,
"and except for 'location' trips and a hitch in the Combat
Engineers during the war, I've lived here all my life. Naturally, I've tried
all of Milwaukee's fine premium beers. And I think most
Milwaukeeans will agree with me that our finest beer is Blatz."
Take a tip from a connoisseur. Try Blatz Beer, today!



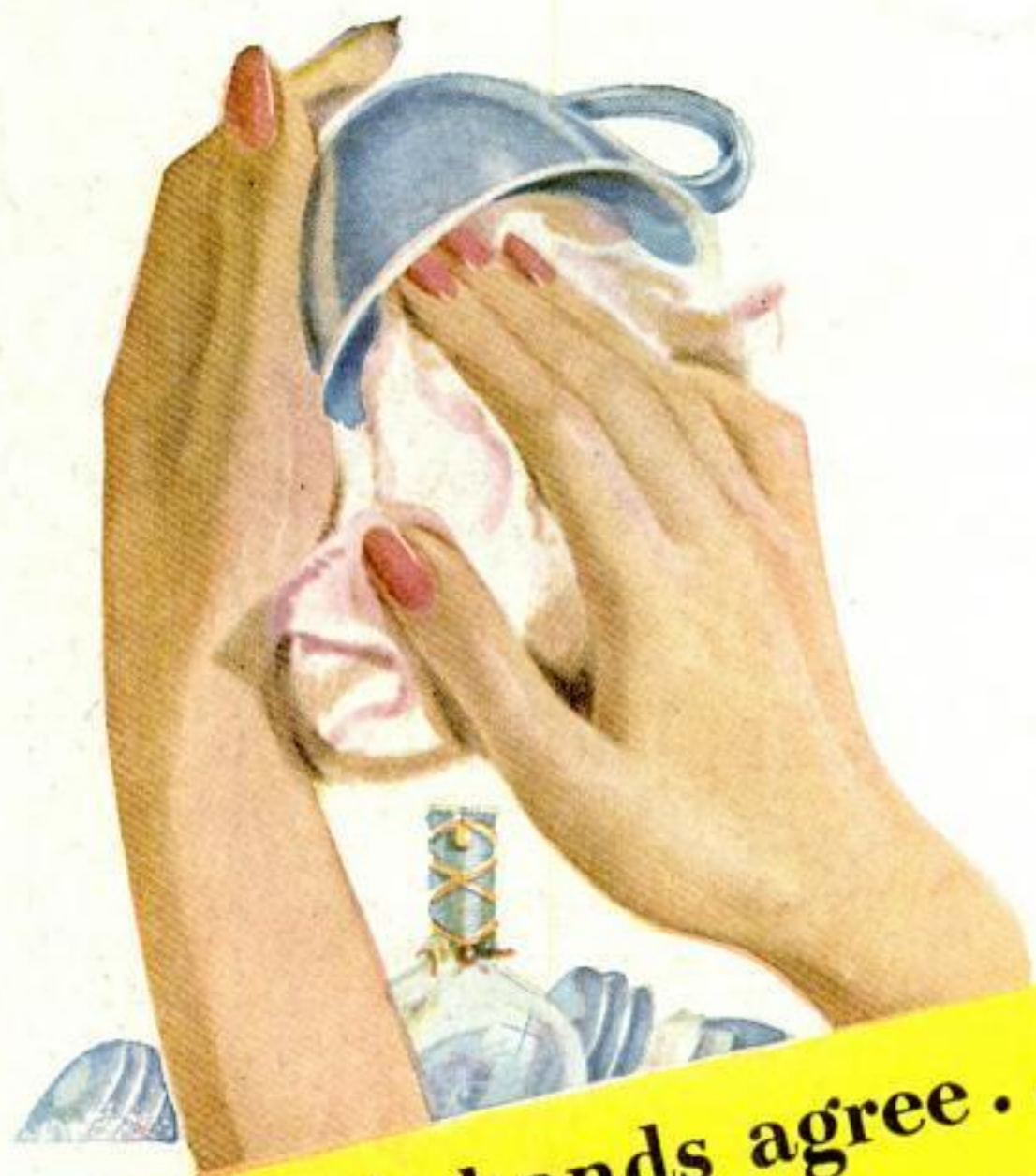
The fame of Dick Wiken has spread far beyond the bounds of his native Milwaukee. In addition to his well-known works in Chicago's famous Pump Room and Soldier Field, his portrait-busts and murals may be seen in more than half the states of the Union, as well as in Europe and Latin America. Being a native Milwaukeean, Mr. Wiken is a good judge of beer. "And my favorite beer," he says, "is Blatz!"



Mr. Wiken at work on one of a series of historical murals for the Playa de Cortez in Guaymas, one of Mexico's newest and finest hotels. "After a tough day in the studio," says Dick Wiken, "I always welcome a refreshing glass of Blatz Beer. It's Milwaukee's finest!"



BLATZ IS MILWAUKEE'S *first* BOTTLED BEER



your lovely hands agree . . .



with your lovely lingerie . . .

pure Chiffon is milder, gentler!

Let **your hands** judge Chiffon—and you'll never use anything else but this milder, gentler, all-pure soap. For, once you see how lovely and soft Chiffon keeps them—you *know* nothing could be *gentler, milder* to your dainty things. It's the *safest* kind of soap for linens, cottons, silks and rayons—makes your crispy summer prints really wake up and sing.

And the quick, easy way Chiffon washes your dishes sparkling clean is proof again that there's no substitute for Chiffon. Gentle, quick, kind as only the *purest* soap can be! Get a bright, blue package of Chiffon Flakes *today*—so little goes so far, Chiffon saves you money, too.



No Purer Soap Was Ever Made